

PRINTERS' INK

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NEW YORK, AUGUST 24, 1922

10c A COPY



B. A. I. S. 1922 with
N. W. Ayer & Son



Diplomacy!

WHEN a baby cries, the first thing a mother does is turn it upside down to see if there is a pin loose. Quiet restored, she goes back to the job of sewing on buttons that the laundress has massaged off.

Pins and buttons! Women are so accustomed to thinking in these terms that when we began the advertising of buttonless, pinless Vanta Baby Garments, for Earnshaw Knitting Co., of Newton, Mass., we realized that we were tackling Habit in her stoutest stronghold.

Vanta advertising, picturing cuddly, adorable babies, approaches mothers from the angle of baby's health and comfort. It so presents the buttonless, pinless feature. It tells them of the softness of these baby duds; that seams are outside, that doctors and nurses endorse them. And then it presents an irresistible invitation—a patented Vanta pattern of a pinless, buttonless diaper which can be obtained free at the baby counter.

Moral: There's more than one way of cutting a melon.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

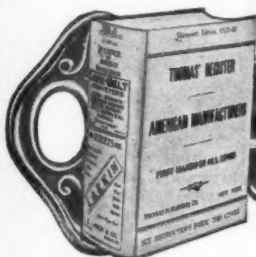
CLEVELAND
CHICAGO



Its sole purpose is to direct Buyers to sources of supply.

Descriptive matter therein answers Buyers' inquiries at the important moment when they are in the market.

Costs for One Time a Year—Works Every Day in the Year



4500 Pages 9 x 12

PRICE \$15.00

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THOMAS PUBLISHING COMPANY

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PRINTERS' INK

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Vol. CXX

NEW YORK, AUGUST 24, 1922

No. 8

Selling 60,000 Pairs of Hose a Day Direct to the Wearer

Significant Merchandising Trend Is Seen in Campaign of Real Silk Hosiery Mills, a New Advertiser

By G. A. Nichols

FOUR years ago three men, associated as hosiery manufacturers, got an idea.

"What we will do," they agreed, "is to build a new factory, make silk hose so good nobody can possibly find fault with them, and sell them direct to the wearer. The present distributing cost we will put into quality. We then will have a business that is absolutely our own, and be at the mercy of nobody but the people who wear our hose."

A small factory, known as the Real Silk Hosiery Mills, was built at Indianapolis. Salesmen were sent out to surrounding cities to do the pioneer work of selling the hose to the people direct. The idea went over and the mills were enlarged. By the end of 1920 the company was selling to the limit of its capacity, which was 8,000 pairs a day. In 1921 the production increased to 25,000 pairs daily. And now, with the enlarged mills completed, the company is selling 60,000 pairs daily. The country is covered by district sales offices, and practically national distribution has been attained.

On August 5, the textile industry was startled by the first consumer advertising about Real Silk fashioned hosiery. The hosiery could not be purchased in retail stores, the advertisement said. But, to give the wearer real service and also to save her paying the cost of distributing the hose through the

jobber and retailer the company had perfected a plan whereby she could purchase from one of its representatives who "in a few days is likely to call at your door."

This was the company's first advertisement. Never before had it used paper and printers' ink in a selling effort. But if it was deliberate in beginning to advertise it certainly seems ready to go the whole route now.

Quickly following the initial presentation a schedule was adopted calling for the use of a large amount of space in several magazines and now is being carried out. By September 1 newspapers all over the country will be used. The newspaper campaign will start with quarter-pages in mediums covering the 120 branch-office territories and will be increased as occasion and results seem to require. The general advertising will carry a list of all the branch offices, while that in each newspaper will emphasize the local selling organization.

"We are not new converts to advertising," says W. C. Kobin, vice-president and general manager of the company. "Neither is our success without advertising to be accepted as evidence that it is not needed. We needed and wanted to advertise more than a year ago, but had to wait until we had national distribution.

"For the last year we actually have been unable to fill our orders promptly. We have been over-

whelmed with business. Why then did we need and want to advertise? There are at least four reasons.

"In the first place we had and have imitators. There are many in the field—drawn there, we believe, by our accomplishments. Without going into a detailed dis-

degree, as what we have done will show, but what is all this when compared with our potential growth—the growth we expect to attain five years, ten years from now?

"Another consideration is that we must protect our customers, of whom we now have millions. I re-

gret to say it, but there are salesmen going around this country falsely representing themselves to be from the Real Silk Hosiery Mills. Reports have come to us that they represent their hose to be ours, manufactured under a special name. Through our advertising, we hope to cause the women to challenge all supposedly Real Silk hosiery salesmen who come to their doors—to make them prove who they are. Our salesmen have credentials that will satisfy anybody in a hurry. Our advertising will try to get the women to demand these, and if they do, the battle will probably be won so far as we are concerned."

"How about the idea of buying hose from a man at the door instead of going to a retailer or sending to a catalogue house?" I asked. "Don't you have to sell that, too?"

"No; strangely enough, we do not. Women, once they give our man a hearing, accept that idea naturally because it gives the much-to-be-desired service. This is particularly true with women of the wealthier classes. Shopping to them is an ever-growing task. With the steadily increasing number of automobiles, there is no place to park in the downtown districts of most cities of any size. The retail stores are harder to reach, and the women can't shop with their former comfort. It may seem like a foolish idea to advance, but I believe that in the

You will WELCOME THIS VISITOR

"Because he exemplifies these policies"

IF YOU are not yet acquainted with "The Real Silk Man" in your locality, do not feel dejected. In a short time he will call at your door. He represents the World's Largest Exclusive Makers of Genuine Silk Hosiery specializing in one single style. He is pledged to serve you in a very definite way. His future depends on the protection with which he lives up to this pledge.

He will sell you the real. He will not encourage or encourage in any way.

He will give you such information about the care of silk hosiery that your silk hosiery expense should be appreciably reduced. For example, he will advise you how to prevent runs. He will tell you how to get deeper wear out of the toes and heels of your silk hosiery. He will show you how thin, high-grade silk hosiery is made.

He is interested in rendering you a permanent service. He is permanently engaged to your community and must earn his return welcome by giving you unimpeachable value for the time and consideration you accord him.

His expert services are at your full disposal, regardless of whether or not you own Real Silk Fashioned Hosiery.

When this man calls at your home, it means a real opportunity for you to save time, trouble and money. It will pay you to know him. One glance will convince you that he is the type of man you will welcome into your home, but to make sure that he is the authorized Real Silk Representative look for the gold buttons on his lapel.

His visit means your opportunity to enjoy silk hosiery elegance and refinement at a considerably lower cost than to most individual systems of service does "FROM MILL TO MILLIONS."



Open the door to the Real Silk Representative



Be sure you have the Real Silk Representative with the name on his lapel. His gold buttons will identify him.

REAL SILK

FASHIONED HOSE

"WOMEN, SOLD BY RETAIL STORES"



REAL SILK HOSE MILLS, Indianapolis, Indiana

Branch Offices in all principal cities

Copyright 1922



COPY THAT GIVES SALESMEN AN ADDED DIGNITY

cussion of this, which would be an unpleasant task, we want a clean cut individuality for our organization. We do not want it confused with others. In conceiving and executing this idea we built up a great asset which we now are advertising to conserve and consolidate.

"And then, we wanted to dignify our salesmen—to sell them to the people. We want the women of America to know they are high-grade silk stocking experts and not to be classed with canvassers or pedlers.

"Our third reason for advertising is that we want to increase and crystallize our consumer acceptance. This we have to a marked



*Your favorite fruit
in convenient form!*

Of course you know canned Hawaiian Pineapple for its rich, satisfying flavor. But canned pineapple is everywhere one of America's most popular dinner foods.

But have about Pineapple crushed or grated? Do you realize how very strong, how convenient, how truly economical you can make the satisfying appetizing appeal of this luscious tropical fruit in almost every form of cooking?

Crushed or Grated Pineapple is exactly the same quality of fruit as the whole. It comes from the same fine Hawaiian plantations. It is grown with the same care, allowed to fully ripen in the field and then packed at the moment of perfection with all its fresh natural goodness. There is the difference only—it has been specially prepared to meet your needs—crushed or grated—ready for quick and easy use in the making of endless savory dinner dishes, delicious puddings, pies, tarts, pastries, breads, puddings and cooling, thirst-quenching drinks.

Because of its convenience, its ready adaptability to all kinds of cooking and its wide range of uses, Crushed or Grated Pineapple is more than ever "ready to eat" in the kitchen. Serve it as a dessert, or use it in your favorite recipe. It is the most delicious fruit in your refrigerator or on your grocery list.

Advertisement for the H. K. McCann Company, Inc.

For making cool summer dishes like these

Let us show you how to make these dishes with the same quality of fruit as the whole. It comes from the same fine Hawaiian plantations. It is grown with the same care, allowed to fully ripen in the field and then packed at the moment of perfection with all its fresh natural goodness. There is the difference only—it has been specially prepared to meet your needs—crushed or grated—ready for quick and easy use in the making of endless savory dinner dishes, delicious puddings, pies, tarts, pastries, breads, puddings and cooling, thirst-quenching drinks.

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Same quality as sliced pineapple.

The advertising for the Association
of Hawaiian Pineapple Cannery
is prepared by this agency.

THE H. K. McCANN COMPANY
Advertising

NEW YORK CLEVELAND SAN FRANCISCO TORONTO



not very distant future many homes will have what might be called 'shopping rooms' where the woman of the house will receive salesmen at certain hours, look over samples and buy goods. Why not? Also, why should not the woman of more modest means do much of her shopping in much the same way? She will, if she has the right kind of opportunity, as the success of our salesmen abundantly proves.

"Convenience. Service. Taking the goods direct to the people. In these principles, I believe, is to be found the secret of how to cope with the new buying habits people have been taught by the war.

"The trouble with the whole American merchandising scheme, as I see it, is that the efficiency pressure has been placed on the manufacturing and at the expense of the distribution. A penny may be saved on production and great rejoicing ensues. Then the organization may turn right around and waste this penny and some others in the selling. Why does a man want to call himself a manufacturer, anyway? It isn't in the making of goods that his success is going to be attained, no matter how many efficiency experts he may have and no matter how economically he may produce. He is going to win in proportion to his ability to give real service to the people in the buying end.

"This desire for service is inherent. The thing that gave it definite form, though, was the war. The American people have at last come to know the exact diameter of a dollar. From a nation of careless buyers, we have been transformed into one of shrewd, almost expert, value-

seekers. But, with all this, the people have not got over their desire for service. They still are disinclined to go up against the discomforts of bargain-hunting. They do not want to go far out of their way, for example, to get high-grade silk hose at a price. But if the hose can be taken to



\$ 70. a week

An opportunity for more men like "T. J."

"T. J." has been promoted. This happens to many of the men in our national organization. We mention "T. J." because he reveals the exact dimensions of our unusual opportunity for real men to make money and win advancement, without traveling on the road.

Millions of customers are buying regularly from our representatives. A tremendous repeat business has been built on the quality of the product.

Our men are trained to our system of service. Each a virtual partner, without investment. All are helped to success and independence by powerful advertising in The Saturday Evening Post, Ladies' Home Journal and Good Housekeeping.

We are doubling our production. The door to opportunity is wide open. If you want to make \$60 to \$100 a week and think you can measure up to our standards, call on our district manager in your city or write to us. We will send you a copy of "The Real Silk System of Selling," which tells how Real Silk Men are assured a definite income far in excess of the earnings of the average salesman.

REAL SILK Hosiery Mills
600 Noble Street, Indianapolis, Indiana
Branches in all Principal Cities



The door to opportunity is open to the Real Silk Representative.

ADVERTISING DESIGNED TO ATTRACT SALES RECRUITS

them—well, here is our factory as a living example."

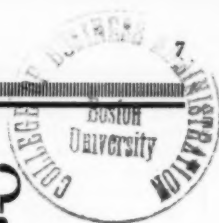
EXPERIENCE WAS ITS TEACHER

Like all merchandising pioneers, the Real Silk people had to find out from experience just how to proceed in this ambitious plan of taking the goods direct to the people. The biggest problem was in building the sales organization—in finding and training the men who could perform the finely geared selling operation required of them and in fashioning the machinery for their control and continued development. This could not be done in piecemeal fashion, like the building of a factory. The whole national plan had to be conceived in advance. And, once the plan was made, the

24, 1922

Aug. 24, 1922

PRINTERS' INK



Why -- ?

THE AMERICAN WOMAN offers the greatest audience in the small towns? Because our subscribers are of the better class and are not found among the great army of unemployed. They are the prosperous farmer and the well-to-do people living in the small towns. Your advertisement in THE AMERICAN WOMAN is continually placed in the hands of people who are able to buy.

NOW IS THE BEST TIME TO GO AFTER THIS GREAT MARKET THROUGH THE ADVERTISING COLUMNS OF THE AMERICAN WOMAN.

Over 600,000 Buying Readers Monthly

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office

W. F. HARING, Mgr.

Flatiron Bldg., New York

company decided it must be carried out in the fullest detail before the advertising should start. This made it necessary for the selling representatives to go to the people unIntroduced until such time as the introduction could be made on a basis nearly enough country-wide to eliminate waste. And the way was not easy, because the pedler curse hung over them. Beginning with the Indianapolis district, salesmen were sent out on the new proposition of selling hosiery direct. Block by block and town by town they worked ahead. Unit after unit was formed until there was assembled the sales organization as it now exists.

The sales department consists of a system of branch offices, of which there are at present 120, located in marketing centres taking in the largest cities of each State. Each is in charge of a district sales manager who is responsible for finding and training salesmen.

The men usually are obtained through advertisements in newspapers and class journals. Much importance is placed upon appearance and personality. They have to be "good dressers," this point being stressed because of its effect in influencing women to look upon well-dressed salesmen as being above the pedler class. They must be well educated, so as to be able to talk with ease as well as with the usual salesman fluency, their prospective customers being largely of the more refined types. The most stringent requirements are made as to character and manners.

Once hired, the salesman has to "go to school" to the district sales manager. His first job is to study a special book outlining the company's proposition from the scientific crossing of silk worms in Japan, so as to secure the maximum lustre and tensile strength, to the production of the finished hose in the Indianapolis factory.

The book is really a short course in the art of manufacturing silk stockings, as well as a history of silk and the business in general.

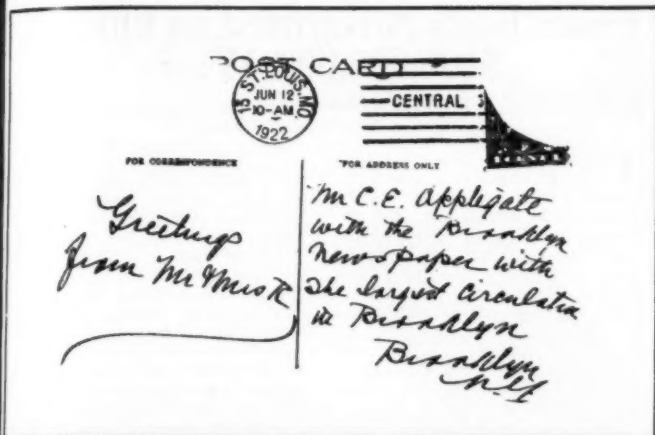
Close application in the study is demanded so the salesman may be able to make good on the company's advertised claim in his behalf that, in addition to being a gentleman he is a "silk specialist who knows silk hosiery better, no doubt, than anyone to whom you could talk; the scientific care of silk hosiery is his profession." He must be able to give reasons for the claims he may make to his prospects.

With this foundation laid, the salesman is given a thorough training in the kind of selling he must do. He is instructed as to the methods of approaching different types of women—and of quickly recognizing the types when he sees them. He learns what to say if the woman of the house comes to the door, what to say if a maid answers his ring, and then how to proceed when he is admitted. The dialogue part is not absolutely cut and dried. It can't be, for the good and sufficient reason that fair woman is a highly individualized character when it comes to buying, and that each has to be handled in accordance with the exigencies of the occasion. The purpose of the course is to give the salesman some good groundwork upon which he can build his own system as he goes along.

While getting his preliminary training, the salesman works in the district sales office. He does general office work so as to familiarize himself with the company's methods. The length of time he stays at it depends on his capability. Some can assimilate the course in only a few days and be ready for business.

His preliminary instruction complete, he is given over to an individual known as "the field man," who goes with him to make actual calls. He carries an attractive leather sample case which folds up to about the size of a woman's handbag. In this, various samples of the hose are neatly laid out. He also has a book showing the process of hosiery manufacture, with which he can

(Continued on page 168)



Of course this post card came direct to the Standard Union.

The Brooklyn Post Office is a wide awake, going concern.

R. R. Shulman

Fence Posts Advertised as Offset to \$100,000,000 Waste

Long-Bell Lumber Company Presents Facts and Figures to Farmers in
Giving New Product Identity

THE farmer is never out of a job. If, through a wonderful combination of circumstances, there should come a day when absolutely every bit of work on his farm was done, he still would have fences to fix. Fences are always down or about to fall down in some place or other and a continuous repair performance is as much a part of the farmer's routine as the darning of socks is something his wife accepts as one of the penalties of being alive.

The Long-Bell Lumber Company of Kansas City, in a farm-paper advertising campaign in behalf of its creosoted yellow pine fence posts, informs the farmer that repairing fences, in addition to being his standard rainy-day diversion, means a loss of more than \$100,000,000 per year to the farmers of the country. The company quotes the United States Department of Agriculture as authority for the statement that this enormous loss comes from decayed fence posts, the average life of which, the Department says, being about eight years. The advertising declares the average annual bill for replacing defective fence posts is \$75 per farm—an expense that may just as well be done away with.

The campaign is an interesting adaptation of the negative appeal put forward in a constructive way. The farm-paper copy is designed mainly to obtain inquiries for the company's book, "The Post Everlasting." This is a finely printed production which could not present a more classy appearance even if its purpose were to sell silver fox furs, \$15,000 automobiles or trips to summer resorts. It cost the company some real money and yet it is devoted entirely to the lowly fence post.

Paul E. Kendall, advertising manager of the Long-Bell company, explains that a less ambi-

tious effort might have done the work but that his company wanted to wake up the farmer on the fence-post proposition in a hurry. Hence the instructive and well-illustrated facts in such a pleasing setting.

The book gets the farmer's attention at the outset by quoting Government figures to show at least 500,000,000 posts have to be replaced each year. At an average price per post of only twenty cents this would be \$100,000,000.

That amount of money, the book points out, would build 25,000 miles of the best rock roads. Wasted now, it could put a \$1,000 tractor on practically every farm in Nebraska and build a modern silo on every farm in Kansas.

As a means of overcoming this waste the book brings forward the creosoted post, which it says will give fifty years' lasting service.

The decay of wood, the book explains, is not an inorganic process like the rusting of iron or the crumbling of stone, but is due to the activities of low forms of plant life—bacteria and fungi. When a post is creosoted under pressure in an airtight cylinder the wood is actually sterilized and there is no opportunity for the destroyers to work.

The farmer is told that the heavy expense incurred in replacing one-eighth of the fence posts on his farm every year is only part of his outlay. There is the loss of livestock, the destroying of crops, to say nothing of the great amount of time that might profitably be employed in other pursuits. He is urged, therefore, to go at once to his local dealer and arrange for replacing all his old posts. This he can do gradually—fifty to one hundred posts at a time. Working this way during his spare hours and on rainy days, he eventually will have what may be regarded as a per-

The Public Was Doing the Buyer's Buying

DEALERS and their buyers kept telling a certain manufacturer—"Advertising has little or no influence on the sale of your goods. We stock your line because we know it. The public buys it because they know us."

For years he believed them. Then, a Richards survey unearthed for him the following facts:—

The goods of one manufacturer, once a dominant leader in sales but a non-advertiser, were absolutely unknown by name to the public. The public knew only advertised brands.

Another manufacturer—in business less than ten years, but an ardent advertiser—had secured far better distribution than the leader had been able to secure in thirty-five years.

In small towns where the leader once held full sway, three competitors—all national advertisers—each had a greater number of accounts.

Public demand generated by advertising was doing the buyer's buying!

The one sound and safe method of keeping abreast of today's difficult economic situation is to get direct from the field a picture based on an unbiased analysis of *today's* marketing conditions and back it up by *fact* advertising.

JOSEPH RICHARDS CO. INC.

An Advertising Agency — Est. 1874

NINE EAST FORTIETH ST. NEW YORK



"Facts First — then Advertising"
RICHARDS

manent fence. There are detailed directions as to the proper building of fences and also showing in detail how to use creosoted posts in building combined hay and stock barns.

When a farmer sends in for a copy of the book he is written a personal letter by the Long-Bell company and his name sent to the local dealer for follow-up. The dealer can get letters, direct-mailing pieces and electrotypes for local newspaper advertising.

Personal work on the part of the dealer is encouraged. He is advised to call on the farmer and emphasize the facts brought out in the book—to point out to the farmers spots where his fences need repairing and to tell him about creosoted posts, which cost only a little more than the other kind.

The company regards its work as constructive not only from the standpoint of itself and its dealers but for the farmer as well.

"Slipshod temporary methods of construction on the farm," says Mr. Kendall, "are rapidly passing. They have proved too expensive. This is why progressive farmers today are ready to listen to straightforward merchandising principles designed to show them how they can plan improvements on their farms with the idea of permanence. They are quick to see the idea when they are shown how advanced methods of construction can save them money on the initial cost and in the prevention of subsequent damage.

"Our experience in merchandising these creosoted posts to the farmer has proved to us that the way to approach him is to regard him as a business man who is ready and willing to consider purchases of the kind strictly on a business basis. The exact amount of money literally thrown away by farmers of this country during the last fifty years through absolutely useless waste will never be known. But it would mount up into a tremendously long string of millions. Much of it has been due to the temporary nature of farm improvements and to the lack of them. The farmer seemed to

think he was working only for the present. He would leave his machinery outdoors at the mercy of the elements. His buildings would be insufficient. His fences would be mere makeshifts. He is fast getting to see the foolishness and uselessness of this kind of waste. His new ideas are due, at least in part, to the constructive merchandising methods of concerns that wanted to sell him something.

"In approaching the farmer on this fence-post matter our whole aim is to sell him not the merchandise but the idea. Our experience and that of our dealers has shown that he will buy the creosoted posts quickly enough when he can be made to see what they can do for him in increasing his profits. In our advertising we have made what may seem to be a combination of positive and negative presentations. We have told of the damages that can come from defective posts and on the other hand of the profits to be gained by having the creosoted kind. The two work together very well."

Pedlar and Powel with Barton, Durstine & Osborn

Louis C. Pedlar and Harford Powel, Jr., will join Barton, Durstine & Osborn, Inc., New York.

Mr. Pedlar has been president of Louis C. Pedlar, Inc., advertising art organization, New York. He has disposed of his holdings in that organization to his associates, effective September.

Mr. Powel was recently editor of *Collier's*, New York, and before that was with the *Condé Nast* organization.

To Represent Hearst on Chicago "Herald and Examiner"

Edgar D. Shaw is now in Chicago as the personal representative of Mr. Hearst on the Chicago *Herald and Examiner*. Mr. Shaw has recently been in charge of the installation of the new plant and launching of the Rochester, N. Y., *Sunday American*.

Cusack Company Advances J. D. Sims

J. D. Sims has been made manager of local sales for Chicago by the Thomas Cusack Company, Chicago, outdoor advertising. He has been manager of promotion and publicity.

BIGGEST EVER

During July the POST-DISPATCH established a New Circulation Record, exceeding the best previous July Circulation by many thousands.

The Circulation of the
ST. LOUIS POST-DISPATCH
for July, 1922:

DAILY AVERAGE:

182,355

More than 89% in
 St. Louis and Suburbs

SUNDAY AVERAGE:

366,607

The Largest Circulation of any
 Newspaper West of Chicago

The above figures indicate an increase of 31,134 in Daily Circulation and 39,428 in Sunday Circulation over the corresponding month of last year.

The tremendous circulation of the Daily Post-Dispatch in St. Louis and Suburbs is many thousands greater than that of any other St. Louis newspaper—morning or evening.

The city circulation of the Daily Post-Dispatch is greater than the COMBINED city circulations of the morning paper and one evening paper, and is more than 40,000 in excess of the COMBINED St. Louis circulations of the two other evening newspapers.

The reason for this overwhelming leadership and consistent growth of the Post-Dispatch is found in its general excellence as a newspaper.

Complete—Accurate

POST-DISPATCH

"First in St. Louis"

THE S. C. BECKWITH SPECIAL AGENCY
 National Advertising Representative

Why your money doesn't go nearly so far as it should has been clearly shown in William G. Shepard's series "Too Many Retailers."

Collier's has not attempted a ready-made plan for cutting down the excessive cost of distribution. But these articles have served to set forth the problem sharply. The last one, which appears this week, covers some of the remedies that have been proposed.

These articles are written for the individual in terms of his pocket-book. The information contained in them has been of service as well to some manufacturers and advertising men. The entire series will be reprinted in a booklet which will be sent on request.

Collier's interprets national life and national events in terms of the individual.

Collier's
THE NATIONAL WEEKLY

Thousands of out-of-town Buyers Attend Fashion Show

DURING the last few weeks, thousands of merchant buyers from that great section of the country extending from Pennsylvania to the Gulf have been in Baltimore, drawn here primarily by the Annual Fashion Show and Manufacturers' Exhibit.

While here, however, they have used every opportunity to inspect our retail stores with the idea of finding out not only how the Baltimore merchant handles certain lines of goods, but also what lines are most popular and salable.

Have you made your product so prominent in Baltimore stores—have you created such a demand for it among Baltimore people—that the merchant buyer will recognize it as a highly desirable line for him to handle also?

With an intensive campaign in the **NEWS** and **AMERICAN**, reaching practically all of the buying homes in and near Baltimore, you can create and sustain consumer demand throughout the city, incidentally reaching with your Baltimore distribution this other widespread market represented by these buyers from the great Southeastern section of the country.

The combined rates for these papers for 1,000 lines or more is 30 cents daily, Sunday 35 cents; Sunday American Rotagravure, 35 cents per line flat.

THE BALTIMORE NEWS

Evening, Daily And Sunday.



The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Have a word
Advertising Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago



One of Baltimore's foremost grocery concerns is that of Hopper, McGaw & Company.

This business was started in 1906 and incorporated in 1918, with Herbert K. Dodson, whose photograph is shown, as president James B. Warden, vice-president, and J. Fred Mowell, treasurer.

Besides a citywide business in Baltimore, this firm draws large patronage from Maryland, Delaware, Pennsylvania, and the Carolinas.

Railway Shop Employees' Strike and Marketing

How Business Will Be Affected by the Far-reaching Influence of This Railroad Employees' Strike

By Samuel O. Dunn

Editor of *Railway Age*

[EDITORIAL NOTE: This article was written on August 18.]

THE strike of railway shop employees may soon be ended, but its effects upon the transportation of the country will be felt for months to come. Furthermore, the vital issue which it has raised more directly than any other strike that ever occurred will remain with us for future settlement. This issue is whether labor controversies on railways are to be settled by some kind of arbitration or by strikes. All who are concerned with the marketing of commodities will be temporarily injured by the strike, and temporarily benefited by its early settlement. But in the long run they will be affected much more by the way in which this fundamental issue of arbitration versus strikes is determined.

The marketing of commodities of all kinds depends upon regular and adequate transportation. The very purpose of strikes on railways is to interfere with or actually interrupt transportation. The only class of employees who can, by striking, cause an immediate interruption of transportation are those directly engaged in running trains. But any large class of railway employees can, by striking, increase the difficulty of rendering service and reduce the amount of it that can be rendered. Furthermore, there is always danger that a strike of one class of employees will spread to other classes.

All the effects, or even the worst effects, of strikes by some classes of railway employees may not be felt until after they are ended. For example, the railways have handled more traffic since the shop employees' strike began than

they did in an equal number of weeks immediately preceding its commencement. But while it has been going on, the number of locomotives and cars needing repairs has been increasing. In consequence, after it ends the amount of bad order equipment will be larger for some time than it was at any time while the strike was in progress, and the difficulty of handling the country's traffic properly would be greater for some time than it was during the period of the strike if there should be no increase of traffic. But even during the strike the railways have been moving more carloads of freight, other than coal, in the corresponding season of any previous year. Already the coal strike is settled in some parts of the country, and prospects are that it soon will be settled elsewhere. This will result in the railways being asked to handle more coal than ever before in their history. Furthermore, there is the promise of bountiful crops. The immediate prospect ahead of the country, then, as a result of business developments in general, and of effects produced by the coal and railway strikes is, that the railways will be called upon to move more freight than ever was offered to them before under abnormal traffic conditions and with much more of their equipment in bad order than ever before was the case. This statement of the situation is sufficient to show that the country will have begun to feel the effects of the shop employees' strike only when it is settled and the men go back to work. It will be engaged in paying for it in excessive railway operating expenses, and demoralized and insufficient transporta-

tion for months to come. Furthermore, this will always be the result of every extensive railway strike.

SOLUTION MUST COME FROM THE PUBLIC

The great problem with which the public is confronted is that of devising and adopting machinery and methods which will increase the difficulty of bringing about similar situations in the future. It is the public's problem, because the public has far more to gain by preventing strikes than both the railways and their employees combined. It is the public's problem because apparently only the public can solve it. It is time the fact was faced squarely by all parties in interest that there are differences of the first importance between the railway companies and the labor unions which seem, at present at least, to be absolutely impossible of settlement by the companies and the unions themselves. If only questions regarding working conditions and wages were involved, it might be possible for the railway managements and the labor unions to reach agreements. Unfortunately, however, they differ absolutely on the fundamental question as to who shall own and operate the railroads in future.

The managements are trying to maintain private ownership and operation. The labor unions avow that they are seeking the overthrow of private ownership and operation and the adoption of the Plumb plan of government ownership and employees' management. Every move made by the labor unions is largely dictated more by the desire to make the continuance of private management impossible. It is to be feared that there never can be peace on the railroads for any considerable period as long as the ultimate purpose of the managements and the labor unions are in such direct conflict, unless the terms of peace be dictated and enforced by the public through governmental agencies. But, of course, every outbreak of war-

fare between them in the form of strikes will result in transportation difficulties which will seriously interfere with the marketing of commodities, and thereby inflict losses upon the public the prosperity of every member of which is dependent upon the free movement of commodities from points of production to points of fabrication or consumption.

The shop employees' strike has raised the issue of arbitration more clearly and prominently than any previous strike for three reasons: First, it is the first nationwide strike of railway employees; second, it is the first important strike of railway employees that ever occurred after a government agency established for that purpose had rendered an opinion, and made an award regarding the matters in controversy; and third, it has resulted in the railway labor leaders stating more clearly than ever before their theory regarding the right to strike and the status of employees after they have struck.

The labor leaders in their public statements have sought to make the public believe that they called the strike largely, or even mainly, because the railroads had refused to abide by the Transportation Act, and to carry out the orders of the Labor Board. Everybody familiar with the facts knows that this is mere propaganda intended to obscure the real issue. There are more than 200 of the large Class I railways, and records of the Labor Board are authority for the statement that in only 34 instances have Class I railways been charged with violations of the law or orders of the Board affecting shop employees, and that only 24 railways have been involved in these charges. In 22 of these instances the allegations related to the contracting of work, and before the strike order went into effect all but two of the railways had agreed to quit this practice. In four of the other cases the Labor Board had not even passed on the question of whether a violation of the law or order of the Board had been committed.

The number of grievances of this kind that the shop crafts' employees had was so small and affected such a very small part of the railways and employees, as to afford no real pretext for a strike upon all the railways.

The plain fact is that the shop employees' unions ordered and put the strike into effect to nullify awards made by the Labor Board regarding working conditions and wages. The Board is composed of three members representing railway employees, three members representing the railway companies, and three members appointed by the President of the United States to represent the public. The awards in question were concurred in by all the public members. The same Board two years before granted the largest advance in wages to railway employees ever given at one time to any body of workmen in the history of mankind. Both the railways and the employees accepted it. The employees did not question the Board's competency or fairness then. When, however, under radically different business conditions the Board awarded a reduction in the wages of the shop employees, the leaders and most of the members of the shop crafts' unions took, in effect, the position that they were better able to decide fairly what they should be paid than the Board was, and struck.

After having actually struck, tried to stop the transportation of the country and failed to do so, they virtually admitted that their action was wholly unjustified. They agreed to go back to work under the very working conditions and wages awarded by the Board, provided they should be given rehearings on the matters in controversy. Obviously, however, if the Board was able to pass fairly on their claims after they struck, it was able to pass fairly on them before they struck; and it was totally unnecessary for them to strike to get rehearings. Their leaders knew perfectly well before they issued the strike order that merely by keeping the men

at work and following the procedure prescribed by the Transportation Act they could force the Railroad Labor Board to give them rehearings at any time, even if the Board did not want to do so.

In virtually admitting that there was no justification for a strike and offering to call it off, the labor leaders made one condition, the importance of which other persons did not realize at the time, but which both they and the railway managers fully realized at once. This was that the strikers should be taken back with their full seniority rights. The railway managers promptly refused to agree to this. Finally President Harding intervened and proposed a settlement, the two important points in which were these:

First, "The railway managers and workmen are to agree to recognize the validity of all decisions of the Railroad Labor Board, and to faithfully carry out such decisions as contemplated by law."

Second, "All employees now on strike to be returned to work and to their former positions with seniority and other rights unimpaired."

The labor leaders made a reply which was generally construed as an acceptance of the President's plan. The railway managers refused to take the strikers back with their seniority rights unimpaired. The President then proposed that the strike be called off and the seniority question be left to be settled by the Railroad Labor Board.

Nobody can grasp the real significance of the developments which occurred in the negotiations for settlement of the strike who does not get clearly in mind the attitudes assumed by the two immediate parties to the controversy regarding the two main points in President Harding's first proposal for settlement. The railway managers accepted his proposal that both parties should agree in future to accept and carry out decisions of the Labor

(Continued on page 156)

Systematizing the Sending of Follow-up Letters

Proved Methods That Eliminate Waste and Increase Returns

DeROY DENTAL SUPPLY CO.
PITTSBURGH, PA.

Editor of PRINTERS' INK:

Can you give me any information of how other firms have systematized the sending of follow-up letters?

Any points you will send me will be greatly appreciated. You will find a self-addressed and stamped envelope enclosed.

DeROY DENTAL SUPPLY CO.,
SAMUEL WHITMAN.

IF we understand Mr. Whitman's request correctly, he refers not so much to office equipment for operating a follow-up system as to sales plans used by other concerns for selling goods by mail. A card index or loose-leaf system is generally used for record-keeping purposes, while the correspondence and orders are filed separately. Samples of forms and the best methods of bringing up names for follow-up on specified dates may be obtained from manufacturers of filing equipment.

Articles on letters and systems of following up prospects by mail have appeared quite frequently in PRINTERS' INK. Without knowing exactly what phase of the subject Mr. Whitman is interested in we have selected a somewhat comprehensive list of articles, some of which deal with the subject in a general way, while others describe single angles of the proposition, both on the subject of selling dealers as well as consumers. Many of these articles will be found to contain copies of actual letters used.—[Ed. PRINTERS' INK.]

(Printers' Ink Monthly)

When to Forget the "Dead" Prospect; May, 1922; page 84.

Inquiries That Are Cheap at \$20 Each; April, 1922; page 60.

Helping the Dealer Keep Tab on the Worthwhile Prospect; September, 1921; page 62.

Direct-Mail Campaign Increases Business 200 Per Cent in Six Months; June, 1921; page 53.

Letterheads Match Catalogue in This Follow-Up Plan; April, 1921; page 66.

How the Inquiry Can Be Turned into an Order; December, 1920; page 77.

Revised Ideas on Follow-Up; March, 1920; page 87.

How Often Should a Prospect Be Followed Up?; December, 1919; page 59.

(PRINTERS' INK)

When the Follow-Up Letter Really Follows Up; June 1, 1922; page 145.

Following Up Inquiries in Branch Territory; March 2, 1922; page 20.

Overdoing the Follow-Up; August 18, 1921; page 85.

How Stocks Are Sold by Mail on Partial-Payment Plan; June 30, 1921; page 115.

Your Answers to Me; June 30, 1921; page 73.

How Bonds Are Sold by Mail; May 5, 1921; page 73.

How to Make Follow-Up Letters Fit the Prospect; April 28, 1921; page 97.

Altogether Too Much Money Spent on Follow-Up; April 28, 1921; page 104.

How Long Should a Mail-Order Inquirer Be Followed Up?; April 14, 1921; page 73.

Follow-Up Graduated According to the "Warmth" of the Prospect; July 8, 1920; page 98.

Hatching Orders from Inquiries; November 13, 1919; page 45.

Squeezing All the Business Out of Advertising Replies; October 10, 1918; page 3.

Sifting Out the Real Prospect from the Window-Shopper; September 6, 1917; page 74.

Mail Work That Dovetails Successfully with Other Mediums; June 7, 1917; page 146.

Persistent Follow-Up Lowers Cost of Selling; April 19, 1917; page 122.

How to Keep Track of Special Follow-Ups; December 28, 1916; page 21.

A Slight Change in Follow-Up That Made a Great Difference; October 19, 1916; page 31.

How Trenton Potteries Handles Consumer Inquiries; August 31, 1916; page 39.

How Hart Schaffner & Marx Adapt Their Letters to Prospects; July 20, 1916; page 42.

One Letter of Inquiry Brings Nineteen Pounds of Follow-Up; May 4, 1916; page 25.

A Catalogue Follow-Up That Increased Sales 30%; February 17, 1916; page 105.

Building Up an Investment Clientele by Mail; August 19, 1915; page 54.

Making the Most of Inquiries; November 26, 1914; page 75.

Postmasters to Hold Convention

The National Association of Postmasters (first and second class) will hold its annual convention in Washington, D. C., on September 26, 27 and 28.

Electricity Serves 20,000 more in Philadelphia

In the last six months 20,000 additional Philadelphia families have become users of electric current—and prospects for sales of electric labor-saving appliances.

The demand for electric service in homes—both old and new—has continued at a record high level throughout the summer. 2,500 old houses are being wired each month. Since spring, more than 4,000 new homes equipped with current have been occupied.

Even greater demands for modern electric household devices are anticipated this fall.

Philadelphia, "The City of Homes" and the third largest market in the United States, offers a big field for electrical appliances—a field that will not be overlooked by aggressive manufacturers.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads —

The Bulletin



A. B. C. Report of net paid daily average circulation for six months ending March 31, 1922, 494,499 copies.

The circulation of The Philadelphia Bulletin is one of the largest in America.

New York—Dan A. Carroll, 150 Nassau Street.
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.
San Francisco—Allen Hofmann, Verree & Conklin, Inc., 631 Market St.
London—M. Bryans, 125 Pall Mall, S.W. 1.
Paris—J. J. E. Heasey, 5 Rue Lamartine (9).

(Copyright 1922—Bulletin Company).

CO-OPERATIVE MARKETING OF

Canning Crops

THE New York Canning Crops Co-operative Association, Inc., includes the general farmer and dairyman who produce small fruits and vegetables as a cash crop in their general rotation. The Association is organized under a three-party contract between the producer, the local, and the Central Association.

In cases where the Association cannot make a suitable contract with canners for the acreage of its members, it markets the crops on the open market. The contract with canners establishes a definite price to be paid to each member, while the crops sold on the open market are entered in a general pool.

Throughout the entire season the Central Association provides its members with statistical information regarding the different markets and general information regarding each crop. In this way members may equip themselves for the open market on any particular crop.

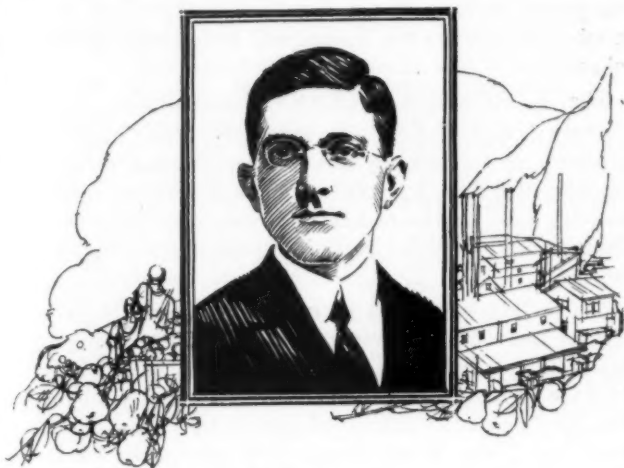
Up to the present time the Central Association has contracted one quarter of a million dollars of this year's crop at a fair price. This amount will be increased as the season advances.



OF

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NEW YORK STATE FARM PRODUCTS



C. A. ROGERS

*President
New York Canning Crops
Co-operative Association, Inc.*

Says—

"The greatest obstacle to successful co-operative marketing today is the farmer himself. It is wise therefore to repeatedly place before him frank and truthful statements concerning co-operation. The Dairymen's League News is a medium for all co-operatives. Its editors are dependable and its articles can be relied upon."

DAIRYMEN'S LEAGUE NEWS

"The Farmer-owned Marketing Paper"

UTICA, N.Y.

New York: 303 Fifth Avenue

Chicago: 10 So. La Salle Street

If You Are Marketing Jokes

the proper medium to use is a "funny paper"—a medium in which its readers are trained and accustomed to look for jokes.

That is "READER INTEREST" capitalized.

Shrewd and successful advertisers have learned the necessity of capitalizing this "reader interest." They do not advertise farm tractors in fashion magazines, no matter how big may be the fashionable circulation for these mediums. Nor do they advertise cosmetics in engineering journals.

In its forty-six years of unbroken success as a great "Home and family newspaper" The Chicago Daily News has built up a well rounded and profound "reader interest" in those departments of human endeavor that vitally affect the lives and daily affairs of worthwhile people. People read The Daily News closely and judiciously for advertising information and advice as they read it to be informed and guided and entertained in the general activities of the world.

The Daily News "Financial Page," for example, commands a deep reader interest among its thousands of readers who follow the markets and make investments. They know that in this page they find the financial news that is worthy of consideration. This reader interest, reader confidence, is extended to advertisers—for the readers know that The Daily News is as careful to exclude questionable advertising as it is to exclude questionable news.

The Chicago Daily News yearly, daily-average circulation of 401,698, concentrated 94 per cent in Chicago and its immediate suburbs, constitutes in itself what is perhaps the richest, most compact and most economically reached market in the world. Here is reader interest and reader confidence in the superlative.

THE CHICAGO DAILY NEWS

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The Salesmen's Mental Hazards

A Too Vivid Imagination Frequently Magnifies Difficulties

By A. H. Deute

MANY a chap can take a mashie and make at least fifty yards forty-nine times out of fifty. But the fiftieth shot, which he "foozles" is the one which goes into the water ten yards in front of him. And it is generally into a tiny brook about three feet wide. Or it goes into the water hole, all of ten yards across, right in front of the tee. And there is the man who never hooks a ball unless there is a pool well to the left. But when there is such a pool, he goes right into it. Or there is a gully fifty yards across, over which anyone could drive were it not for what golfers call the "mental hazard."

"Isn't there many a salesman, fighting for orders, who is suffering on account of mental hazards that beset the traveler on the road?"

I remember one mighty good salesman who would go great guns until he got a letter from his credit department, asking him to "get some money out of Bill Jones before you take another order from him." That letter and the accompanying statement put him in a state of fear and trembling. How could he talk money to Bill Jones? It just couldn't be done. Bill would go right up in the air and threaten to have no more dealings with the house. Of course, that's just what Bill would do. He wasn't any too partial to the line, anyway. Well, he would have to screw up his courage and take his life in both hands and do his utmost, but the prospects were that even his utmost would not be enough. However, he was a good salesman, loyal to the house, and if anybody could do it he could do it; and as a matter of fact, he wasn't really afraid—just a little nervous because, being an experienced man, he realized that it was a ticklish job.

Then he went in to see Bill, all in a flutter. After half an hour, he came out of the store without the money and without an order. Bill Jones was more upset than the salesman and didn't mean a word of his blustering. But the salesman had whipped himself and tied himself up in a knot and made a thorough mess of things. Mental hazard.

DEFEATED BEFORE HE STARTS

Charlie P. is about as good a confectionery salesman as you can find. But he couldn't sell Ike Robertson. Why? Well, he just couldn't sell him. Robertson was his hoodoo. He never could sell him in the past—never hoped to sell him in the future. Just couldn't fit in with Robertson. "You know how it is. Everybody doesn't jibe with everybody else. Robertson doesn't like me and I can't put up a good story when I call on him. Can't talk my line to him at all. No use calling on him." Mental hazard.

Nine-tenths of the competition bug-bear is a mental hazard. Nine-tenths of the so-called objections which dealers raise are built by the salesman into mental hazards. The delaying tactics which many dealers present are no more serious than the little puddle five yards in front of the tee or the rough just to the right and about a hundred yards out. But the golfer recognizes the mental hazard and goes in. Also the salesman builds himself a mental hazard and loses the business.

At Buck Hill Falls, Pa., there is a mental hazard in front of the first tee which is so obviously mental that it requires the player to top the ball and make a drive which must be less than twenty-five yards in length. But it influences the imagination so profoundly that the club keeps a man

steadily employed scooping the balls out of the little brook. Recently I saw a mighty good player put five balls in a row into that brook and pay the caddy five cents each to fish them out. Finally, he took a niblic and managed to cross the twenty-five yard ravine. Mental hazard.

But he was no different from the salesman who called on his trade and used the regular stock opening: "Well, you don't need anything in my line today, do you?" This chap was a fairly good salesman at that, but he surely started out with a mental hazard all ready in place.

Recently, I played with a man who fairly gloated over mental hazards. Fifty-yard water holes and brooks and ravines and such things seemed to be his delight. He would step up to the ball and if anything make better shots under those circumstances than under ordinary cases.

"Tell me your trick," I asked him.

"Simple enough," he replied. "I used to get into trouble at every mental hazard. But a while back I invented a little ritual. Now every time I get up to one, I look beyond it and pick out a nice spot to which I mean to drive the ball. Then I pick out the proper club. Then I say to myself: 'This is not a bad lie and I haven't got a tree or a bush in my way—just a clean little straightaway drive,' and I hit the ball. I won't let myself see the mental hazard, much less think about it. I see the ball and the objective and after I have given my objective one brief look, I keep my eyes where they belong and my mind on my work."

I couldn't help feeling that undoubtedly the best way to overcome mental hazards in golf is also the one sure way to overcome them in selling goods.

A competitor has a little better price, but we've a little something in quality or salability which more than offsets it. Why let ourselves get diverted into an argument over price and get all fussed up and lose the business

because we failed to take advantage of what we had? Over and over again salesmen are led away from the advantages of their own line and into an argument over the advantages of a competing line. They can't keep their own mind on their talking points, so how can they expect the dealer to appreciate them?

Salesmen are starting out these days with the newspapers full of strike talk. They meet other salesmen. "How's business, Joe?" they ask. "Rotten. This strike has certainly knocked the bottom out of buying. Can hardly make expenses. Been to Pittsburgh? Don't go. Nothing doing there at all. Break your heart and your morale to go there."

"Is that so? Already got your ticket to Pittsburgh and you've at least got to cover your trade. Well, that might not be bad at that, though you needn't look for business on this trip. Better set the house straight before you get there because it just can't be done."

UNSELLS HIMSELF ON THE HOUSE

And then there is the woeful mental hazard that a mighty good friend of mine built up for himself. "The house has it in for me. Can't get a square deal from that bunch. Nothing that I can do is right. The cards are stacked against me. They don't think anything of my judgment, anyway. Oh, well, what's the use?" Mental hazard.

"This trade is different," is a mental hazard erected by many a salesman compared to which the forty-yard water is a mere trickle through the grass. "There's no use trying to sell quality canned goods in this territory. People have been educated to cheap off-brands and that's all you can sell."

If that chap could play a round of golf with the chap who talked to himself, he'd learn that there is such a thing as getting your eyes and your mind off the so-called obstacle and by keeping intently after the goal, miss the hazard altogether.

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which you have to drive or a rough corner of a hill to pitch over, and you've got to recognize it. That's an obstacle and a real hazard and a good player admits it and considers it, but something that you can't see unless you look for it and that can't interfere with you if you leave it alone—that's something else again and is like going out looking for trouble. You can find it quickly enough if you look for it, but what's the use looking for things like trouble when you've got real difficulties to overcome anyway." And the chap who said that hit the nail on the head.

Selling conditions have changed rapidly during the last few years. The war made one set of conditions and post-war days have made another set, and now we are getting back to pre-war selling. But the trouble is that the new crop of men who have come in during the last few years have been playing over a smooth, well-cut fair-

way, without traps or bunkers or hazards of any kind.

Now they are finding themselves on a sportier course with some real obstacles and also a lot of imaginary hazards. Many of them aren't able to distinguish between a real hazard and a mental one. They are letting mental hazards hold them up and lose business simply because they haven't learned to recognize a mental hazard when they see one, and, recognizing it, to be able to put it out of their minds.

"It can't be done"; "My trade is different"; "This is not the time to go ahead"; "Now is the time to go slowly"; "I'm not putting in any new lines"; "Strikes"; "Your price is too high"; "My trade wants cheap merchandise." These and a score of other common obstacles are plain, everyday, garden variety mental hazards in salesmanship which confront the salesman at every turn, and just as the young golfer must be

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

led up to a mental hazard and have it explained and be taught how to forget it, so the salesman who gets into trouble at every mental selling hazard must be led up to it, shown how foolish and harmless it really is and then taught to forget it and tend to his business.

But a year from now, the brook at Buck Hill Falls will still be collecting its daily toll of balls. Many people are going to keep right on being drawn into mental hazards. Also countless salesmen are going to keep right on suffering from the same old excuses.

That's why it pays the sales manager to bring as many of his men as possible to recognize as many of the foolish obstacles as possible and overcome them by ignoring them.

Unanimously Elected!

GEORGE BATTEN COMPANY

NEW YORK, August 17, 1922.

Editor of PRINTERS' INK:

I certainly am eligible to membership in the early readers' society. I have no recollection of the circumstances under which I first subscribed to PRINTERS' INK, nor the date.

As a young fellow I did my first advertising work for Funk & Wagnalls in 1887 and joined the advertising agency business with George Batten in 1892.

I am confident that I have read PRINTERS' INK from its earliest issue but cannot prove it.

GEORGE BATTEN COMPANY,

WM. H. JOHNS, President.

E. T. Meredith Buys Dairy Publication

E. T. Meredith, publisher of *Successful Farming*, has bought *Dairy Farmer*, a semi-monthly which has been published in Waterloo, Ia., by the Fred M. Kimball Company. *Dairy Farmer* will be issued from Des Moines, Ia., in the future. John Andrews, who has been business manager, continues in this position, with headquarters at Chicago.

Motor Truck Account for Lyddon & Hanford

The United Motor Products Company, Grand Rapids, Mich., has placed its account with the New York office of Lyddon & Hanford, advertising agency, Rochester, N. Y.

The United Company is planning to market and advertise a new product, the United Highway Special, a one-ton truck.

Harvard University to Publish Business Magazine

The Graduate School of Business Administration of Harvard University will shortly issue the first number of a new publication, the *Harvard Business Review*. The first issue will be dated September. It will be published for the Harvard Graduate School of Business Administration by the A. W. Shaw Company, of Chicago, publisher of *System and Factory*.

Under a contract made between Harvard University and the Shaw Company as publisher, the following arrangement has been agreed upon: "The Publisher will in each year pay to Harvard all net profits, if any, shown . . . to have been realized by the Publisher. . . . Such net profits received by Harvard shall be applied from time to time by the Dean of its Faculty of Business Administration for research in some field of business."

W. B. Donham, dean of the Graduate School of Business Administration, says: "The *Harvard Business Review* in all departments will endeavor to advance the science and the profession of business."

The page size of the new publication will be seven and one-half by ten and one-fourth inches. The editorial office will be at Cambridge, Mass., and the circulation and advertising offices will be at the Shaw Company in Chicago.

Leo N. Burnett Will Join Indianapolis Agency

Leo N. Burnett has resigned as advertising manager of the LaFayette Motors Corporation, of Indianapolis, and will join the copy and planning department of the Homer McKee Company, Inc., advertising agents, Indianapolis, early in September. Mr. Burnett has been director of LaFayette advertising since the inception of the company three years ago, and was previously advertising manager of the Cadillac Motor Car Company, of Detroit.

Merrill, Price & Company New Chicago Agency

The Ralph W. Merrill Company, Chicago advertising agency, has become Merrill, Price & Company, the officers of the new company being Ralph W. Merrill, president; John F. Price, vice-president; Horace C. Bennett, treasurer. The Vee Products Corporation, Cedar Rapids, Ia., manufacturer of automatic bearings adjusters, has placed its advertising account with Merrill, Price & Company.

Pierce-Arrow Account with Chicago Agency

The Pierce-Arrow Motor Car Company, Buffalo, manufacturer of Pierce-Arrow automobiles and trucks, has placed its advertising account with Henri, Hurst & McDonald, Chicago advertising agency.

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©Debevoise

Brassieres

WE have advertised in Vogue every year for 17 years and consider it one of our most valued allies. Vogue has given us the most desirable kind of publicity among well-to-do women; and not only has it induced these women to buy our product in ever-increasing numbers, but it has also opened up many merchandising possibilities for our dealers, increased sales in their stores, and added many new dealers to our list.

Specifically, from one full page color advertisement, we received over 1500 inquiries asking where our product could be purchased—and it is our experience that this is not an unusual showing for Vogue.

Naturally, we will continue to use Vogue. (Signed)

Charles R. Debevoise Co.

Vogue

The Village



YOU who read the Saturday Evening Post, how many times have you chuckled over Robert Quillen's "Smalltown Stuff"? Back in Baltimore they read Quillen almost every day. As an editorial writer on The Evening Sun, he brings the quaint, human touch of good, old Main Street into his writing. That's why they call him "the American rustic philosopher."

Philosopher

Quillen doesn't bombast. He doesn't cajole. To convince he uses "two-and-two-makes-four" reasoning.

Paying the price for the writer it wants for its reader is typical of the entire Sun policy. The things that celebrities like Robert Quillen, Hendrik van Loon, H. L. Mencken, Folger McKinsey and others say in the Sunpapers are read.

That's a good background for your advertising.

July net paid average

224,563 Daily (Morning and Evening),

157,143 Sunday.

Everything in Baltimore revolves around

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

Try it out in Representative Milwaukee

At Your Service

Analyses of the Milwaukee - Wisconsin Market in relation to the following products are available on request of manufacturers and advertisers.

Beverages

Coffee
Coffee (Soluble)
Coffee (Substitutes)
Tea
Cocoa

Breakfast Foods

Corn
Oats
Wheat

Cereal Foods

Macaroni
Spaghetti
Noodles

Flour

Pancake Flour
Prepared Cake Flour
Wheat Flour

Miscellaneous Foods

Jams and Jellies
Catsup
Cooking Oils and
Butter Substitutes
Shortening
Canned Milk
Pork and Beans
Corn Starch
Baking Powder
Syrup

Soaps and Cleansers

Toilet Soaps
Laundry Soaps
Soap Chips
Washing Powders
Washing Tablets
Granulated Soaps
Cleansers

Copies of the following are also yours for the asking.

"General Business Conditions in Retail Stores"—compiled from information received from 10% of all retailers. "Grocers' Route List" and "Druggists' Route List," "Facts and Figures"—statistics on the Milwaukee-Wisconsin Market.

The Milwaukee Journal

FIRST—by Merit

"As Milwaukee Buys—The Nation Buys!"

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72,000 Embattled Farmers Sell Ice Cream

Advertising Aids Dairymen's League Co-operative Association in Putting on the Market a New Product to Help Consume Surplus Milk

By James Henle

SEVENTY-TWO thousand farmers are now engaged in a merchandising campaign in up-State New York to sell ice cream. In newspapers and on billboards and through personal solicitation they have been advising dealers to sell and consumers to buy Dairymen's League Ice Cream. There is an interesting merchandising story behind the effort of these dairy farmers to sell ice cream collectively.

The Dairymen's League Co-operative Association, Inc., with headquarters at Utica, N. Y., agrees to take all the milk produced by its members twelve months a year. This means that it must be able to dispose of milk profitably not only in December, when production reaches its low mark and every quart is needed, but also in June, when production is at its peak and when milk, under the marketing arrangements that formerly prevailed, was a drug on the market.

In order to dispose of the so-called "surplus milk," i. e., the milk in excess of the quantity that can be sold as fluid milk in New York and the other cities of the State, the Dairymen's League has not only bought or leased some 127 milk plants in New York, New Jersey, Pennsylvania, Connecticut, Massachusetts and Vermont, but has also gone into various manufacturing lines—condensed, evaporated, powdered milk, butter, cheese, etc. For nine or ten months, for instance, it has been advertising its condensed milk in cities from Baltimore to Cleveland, while its campaign for fluid milk in New York City papers is well known.

Since all profits are pooled, the farmer who supplies fluid milk for sale in bottles receives no more for his milk—aside from

premiums he may earn by producing Grade A milk or milk of more than the minimum butter fat content—than the dairyman whose milk is made into cheese. The League, therefore, is constantly on the watch for new and profitable uses for its surplus milk; uses that will turn the milk into a high-grade product that will yield the dairyman an adequate return.

Ice cream, of course, meets this requirement, but it is a perishable product and real difficulties are encountered in marketing it. There are no ice cream jobbers, there is no way of storing it, and every quart that is manufactured in excess of sales is just so much loss. It was necessary, therefore, to obtain retail distributors in advance.

FARMER SALESMEN TO BACK UP THE ADVERTISING

With this object in view two methods were chosen. One was advertising, the other was the employment of a force of some 72,000 solicitors. It is a dead certainty that very few corporations in this country have sales forces of that magnitude—surely none of that size has ever been used to obtain dealers—but the League was able to put that number of farmers to work merely by inserting notices in its official organ. In these notices the League urged individual members and groups of members to drum up trade for the farmers' ice cream. A force of regular salesmen backed up the missionary efforts of the members and within a short time at least one dealer had been obtained in most of the hamlets, villages, towns and cities within the territory that the League had chosen for its campaign. The proposition was sold to each dealer strictly upon its merits and within thirty

days the number of dealers pledged to sell Dairymen's League Ice Cream had topped the 300 mark.

The first outdoor advertisement was a twenty-four-sheet poster which served as a teaser. It pictured a winter scene and said:



**How could we make
better ice cream?**

ALL the materials used are pure. The milk and cream come from our own farms. These farms are under our personal supervision and are also inspected regularly by government officials.

The men who make this ice cream know all the peculiar characteristics of milk and cream—they know how to blend the materials into a delicious ice cream that retains the smooth, rich

quality of the cream and takes on the delicate flavor desired.

Then the League itself, composed of good farmers—some of them your friends, perhaps—insists that every product shall be of a definite, high standard of quality and absolutely pure.

We don't know how or where you could get better ice cream. Won't you try it? Ask for Dairymen's League Ice Cream.

DAIRYMEN'S LEAGUE CO-OPERATIVE ASSOCIATION, INC.
UTICA, N. Y.

**DAIRYMEN'S
League
ICE CREAM**

ADVERTISING IS MAKING LOCALITIES FAMILIAR WITH
ASSOCIATION'S TRADE CHARACTER

"The Dairymen's League will announce a delicious pure food product. Watch this space." Subsequent posters showed the characteristic pail and carton designed by the League as ice cream containers.

On March 1 the first League ice cream plant commenced operations at Auburn, N. Y. On May 1 two more were opened, one at Carthage, N. Y., and the other at Milton, Pa. These three plants

are so strategically situated with regard to railroads, high-power trolley freight lines, highways, etc., that from them distribution can be obtained to most of the points in central and western New York and to a considerable part of Pennsylvania as well. Each plant, incidentally, in addition to its usual equipment, has two automobile refrigerator trucks, which make it easy to ship the ice cream in good condition.

Meanwhile the 72,000 salesmen had not stopped work. Once retail distribution was obtained they made certain the retail store would have plenty of demand for the farmers' ice cream. Not only did they themselves order it, but they talked ice cream to their neighbors and made sure that at picnics, fairs and other hot-weather events, whether or not conducted by farm organizations, Dairymen's League ice cream would be specified.

Of course, the new ice cream had to make its way against hosts of other kinds! The League decided from the very start that quality and the nutritional value of the ice cream (the phrase "it's food!" appears in all the advertisements)

were to be its talking points. Accordingly, economy was sacrificed to manufacturing an ice cream so good that it had little competition except from the extremely expensive creams made by the finest confectioners. The law of New York State provides that there must be at least 8 per cent butter fat in ice cream. The League adopted a much higher standard. The result was that in many instances other ice cream



THE most thorough scientific research has proved that no woman has ever committed suicide on her way to buy a new hat. In September, Harper's Bazar will publish page after page of the best hats Paris has created for Fall—very smart, very new, very expensive. In every way, and in every issue, Harper's Bazar appeals to the woman who can afford what she wants when she wants it.

Harper's Bazar

manufacturers raised the butter fat content of their product and this, incidentally, helped the Dairymen's League in another direction, for it increased the demand for fresh cream.

Most of the League's newspaper advertising has been done in the smaller cities and towns upstate, where the chief market has been found. To date it has not attempted to market its product in New York City, and there is no evident intention to do so. All the advertisements use the enormous prestige which the League has up-State and stress the fact that Dairymen's League ice cream is a quality product. The advertisements show either the carton or the paper pail in which the ice cream is sold by the retail distributor to his customers, and a stack of these pails in a store provides one of the tie-ups between the retailer and the League advertising. The advertisements have been three to five columns in width and ten inches or more in depth.

"You Will Like This Ice Cream—and It Will Be Good for You," one advertisement asserts in its caption and then continues:

When the Dairymen's League began the manufacture of ice cream it was laid down as the first rule that the quality should be the highest possible to attain.

The members insist that their ice cream shall be made from pure milk and rich cream and that all other ingredients—fresh fruit juices, flavors and sugar—shall be the best. The actual making of the ice cream is committed to highly trained men.

The result is a pure, wholesome food that pleases your taste and does your body good.

You know about the Dairymen's League Co-operative Association, Inc. Perhaps you are a member—at least many of your friends on farms in your locality are members.

You know that Dairymen's League members market their products co-operatively, and that they have pledged their reputation to sell only products of quality.

They are able to make good this pledge because they own their own cows, milk plants, creameries, and factories, thus controlling "from cow to table" every factor essential to maintaining the purity and quality of Dairymen's League Brand products.

You may buy this ice cream in whatever flavor you desire and be confident of its purity. As for the taste, that is left entirely to the judgment you will have the first time you try it—and the

hundredth time. The quality will not vary.

Tell your dealer to send you Dairymen's League Ice Cream. If he has none he can get it for you. When you send the children to buy ice cream, tell them to ask for Dairymen's League Ice Cream.

The Dairymen's League policy has always been to appropriate a liberal amount for advertising as part of the legitimate selling expense for each of its products. When it goes into a city to sell its ice cream it sets aside a suitable sum, depending upon the town's population, not only for newspaper and outdoor advertising, but also for electric signs and other forms of publicity.

One of the most important features of the campaign has been the manner in which the advertising has been tied up with the retail distributor through signs for store fronts, window trims, signs for sidewalks, glass signs to hang inside the store, etc.

By merchandising its ice cream so vigorously and effectively, the Dairymen's League has evidently found another high-grade and profitable outlet for its milk. Ice cream is a product for which there is an ever-growing demand; not only is it the traditional American dessert, but it is now recognized as possessing very exceptional nutritive qualities—a fact emphasized by the phrase "it's food!" recurring in the advertising. At the outset the League's reputation and prestige are being drawn upon to "put over" Dairymen's League Ice Cream, but it does not require any unusual amount of foresight to envisage the day when the current will run in the opposite direction, and when the ice cream, advertised and popularized by emblems essentially the same as those employed in other League advertising, will be able to help in putting on the market other products bearing the League's name.

"Pat-A-Cake" Account for Lord & Thomas

The advertising account of the C. A. Gambrill Mfg. Co., Baltimore, "Pat-a-Cake" flour has been placed with the New York office of Lord & Thomas.

What Makes a Good Newspaper?

**If there were only one answer
there would be only one news-
paper in Chicago.**

There are six.

**Each one is in some measure
distinctive, having a particular
appeal to the interest of its
patrons.**

**The Evening American is read
every week day by more than
1,200,000 people—over 40% of
all the people who read the four
Chicago evening newspapers.**

So it *must* be a good newspaper.

**CHICAGO  AMERICAN
EVENING**

Re-Orders



These telegrams tell why
September Cosmopolitan is
practically sold out.

Detroit, Mich.

*"Please rush two hundred September
Cosmopolitan to Ludington News this
makes third reorder."*

H. W. Brett.

Duluth, Minn.

*"Rush one hundred more September
Cosmopolitan issue selling extra good."*

Edward M. Stone.

Savannah, Ga.

*"Ship Lamas seventy-five September
Cosmo increase October accordingly."*

R. B. Foss.

Chicago, Illinois.

*"Mr. Trosch of Milwaukee called me
by long distance and wants 150 copies
Sept. Cosmopolitan in a hurry."*

James C. Burns.

Chicago, Illinois.

"Send me as reorder 200 copies September issue *Cosmopolitan* as soon as possible."

James C. Burns.

Terre Haute, Indiana.

"Rush me at once fifty more Sept. *Cosmopolitan*."

E. A. Wetzel.

Montreal, Que.

"Rush three hundred *Cosmopolitan* September issue."

American News Co.

No wonder the print order for
October *Cosmopolitan* is

1, 139, 000

This is especially significant because of the 35c price and the fact that 85% of the circulation is single copy sale.

Cosmopolitan

America's Greatest Magazine

W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESFAHR
Business Manager

J. J. BARNETT
Western Sales Manager

IF YOUR HOME AND BUSINESS WERE ONE

—Then You, too, Would Appreciate the Double Function of a Good Farm Paper

AMONG all the workers of the world, the farmer is unique because in no other branch of industry is the relationship between home and workshop so intimately established. The two are interdependent, one in the farmer's mind.

So good farm papers, too, are unique, since their success is measured by how well they serve the farmer as a trade paper, and his family as an interesting magazine full of practical helpfulness and good cheer.

A distinct and personal understanding of these conditions years ago formed the basis of the workable editorial policy of the Oklahoma Farmer-Stockman.

This policy is directly responsible for an editorial leadership and reader influence approached by no other farm paper of considerable circulation in Oklahoma.

The OKLAHOMA FARMER-STOCKMAN

PUBLISHED BY THE OKLAHOMA
PUBLISHING CO. PUBLISHERS OF THE DAILY OKLAHOMAN
AND OKLAHOMA CITY TIMES

CARL WILLIAMS
~ Editor ~

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.



E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco.

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Taking the Measure of the Industrial Buyer

In an Era of Industrial Expansion, Industry Buys More Than It Sells—
An Important Point to Consider in Estimating the
Size of Industrial Markets

By F. M. Cockrell

"**M**AY I have the pleasure of escorting you *to and from* the party?" wrote a youth who desired to initiate a courtship with a fair miss, thus making it clear that he was not inclined toward halfway measures. At least he did not follow a common rural custom of letting the young ladies shift for themselves in getting to the party and then making a display of gallant interest in their safety *from* the centre of distribution.

Of late, advertising men have been showing an interest in the "to and from" idea. There is evidence of a growing realization that the distribution of goods *from industry* to the ultimate consumer is only half of the job. The movement of goods *to industry* is also coming in for a share of the attention. In the past, we must admit, advertising men have been attracted more to the consumer field as a mark for their professional skill. Selling a dollar product to a million people has seemed to offer more opportunities for the science of mass salesmanship than selling a million dollars' worth of machinery to the manufacturers of that product.

There is a fascination in the thought of talking to the crowd. On the other hand, one must usually "talk down" to the general public, while it is necessary to "talk up" to the big buyer. It is the difference between making a speech in a large auditorium and talking to an executive in his private office. One is extensive and the other intensive. Some men are good at one and some at the other, but it would appear that more advertising men are adapted to thinking in terms of a large number of buyers than in terms of large-volume buyers.

No doubt there is plenty of room for improvement in the field of retail merchandising, particularly in the direction of economical methods, but in general the individual consumer does not find it difficult to gratify his desire as far as his pocketbook will permit. Compared with the aggressive methods in the retail field the art of industrial merchandising has developed much more slowly.

The big industrial buyer is still required, to an amazing extent, to seek the seller. He must search for many of the tools and materials to supply his needs. The job of the purchasing agent involves far more than the routine of placing authorized orders at advantageous prices. He must be a compendium of information on the sources of hundreds of materials and devices needed to equip and operate a plant. No wonder he treasures your catalogue—anybody's catalogue—the next requisition may call for something he never heard of.

THE VAST INDUSTRIAL MARKET

Few people seem to appreciate the tremendous amount of goods of one kind and another that is actually consumed by industry in addition to that which is passed on to the public as a part of a finished product intended for personal or household use. Then there are whole industries whose product is designed to serve other industries, whose output never reaches the general public. Perhaps our elementary textbooks on economics and marketing are to blame for some of the inadequate ideas on this subject.

The processes of industry are frequently explained by showing how some raw product of the farm, such as wool or wheat, is

passed through several hands, each of which makes certain transformations and adds a profit and finally the farmer buys it back in the form of clothing or breakfast food at a "fearfully increased price." These examples have the advantage of being simple and interesting. They set people thinking about the various percentages which are "raked off" as the goods make the circuit. Once a person gets thoroughly interested in following the farmer's produce around the circle of trade and industry back to the farm, he is apt to keep on traveling around the same circle. It makes an exciting game and keeps a lot of politicians busy throughout their natural lifetime.

One idea seems to stick and dominate all others; namely, that "the ultimate consumer pays all the bills."

Having adopted this premise the natural reasoning is that the total purchases of industry must be less than the total purchases of the consuming public by an amount equal to the profit, labor cost and overhead of trade and industry. Therefore, the assumption is that the consumer market as a whole must be of far greater proportions than the industrial and trade markets.

To avoid leading ourselves into economic barb wire, suppose we admit that the ultimate consumer does ultimately pay all the bills. In the course of a century he may do so, but he certainly does not in any one year or any one decade.

The great industrial development of the past ten years, for example, has certainly not been built out of current profits. The tremendous industrial bond issues now outstanding are evidence of the fact that the public is not expected to pay for many years to come, if ever. Many bond issues are considered "permanent."

The floating of a large volume of long-time securities is essential to the development of most modern industrial enterprises. This is particularly true of the great public utilities, such as railroads, electric light and power systems,

gas and water works, etc. The initial investment in right-of-way, roadbed, pole and pipe lines, buildings and machinery is especially heavy. Hundreds of thousands, and often millions of dollars, must be spent before the enterprise earns a penny of revenue.

It is evident therefore that the industrial market at any given time is by no means limited to a percentage of the current buying power of the consuming public. In fact, it is the other way around. The annual purchases of the public may be only a fraction of the industrial investment. If the buying power of the public is sufficient to pay the interest and amortization charges on the investment, operating expenses and a reasonable profit on the turnover, the enterprise is rated as a sound business proposition.

BUYING FOR INDUSTRIAL INVESTMENT

Thus we see that in a great industrial country like our own and in a predominantly industrial era like the present, millions in money are constantly being poured into buildings, machinery, equipment and materials as initial investments. These enormous fixed charges will be gradually paid off in years to come as earning power is developed concurrently with the growth of the country. Our great industries are founded on the basis of future, not present, needs.

Even the individual consumer is making greatly increased use of credit. It is no longer necessary to "pay as you go," even though the old way has undeniable virtues. The home, furniture, piano, automobile, washing machine and what not may be bought now to be paid for later. Time-payment facilities increase the purchasing power of the newly-weds—during the first year, at least.

But industry's credit is much better. A business which nets \$10,000 a year to its owner offers better security for a sizable loan than the same income in the form of salary. It is easier for the



JOURNAL ROTOGRAVURE

The Minneapolis Journal now offers to the national advertiser a maximum value in pictorial representation as well as in quality circulation throughout the Northwest. The Journal publishes an eight page, full size rotogravure for which forms close three weeks in advance for any Sunday.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

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banker to estimate the possibilities of a growing business than those of a rising young man.

The purchasing power of the public is constantly rising. The productivity of human hands, and consequently the earning power of the individual, may be increased many fold with the further application of power, machinery and chemical processes to the work of the world. This means a continued industrial development and a multiplied purchasing power of the industrial buyer.

The industrial markets are well worthy of the study of the best and brightest brains in the advertising business. Selling to industry represents the truly big field for the service of the marketing advisor. The first big job is to get the facts. What is not known about industrial markets would fill many books.

Why "Associated Advertising" Was Changed in Form

ASSOCIATED ADVERTISING CLUBS OF THE WORLD

KANSAS CITY, MO., Aug. 14, 1922.

Editor of PRINTERS' INK:

I thank you for sending me a copy of the leading editorial in August 10 issue of PRINTERS' INK. I had just finished reading this editorial from my own copy when your letter reached me.

I am glad, indeed, that PRINTERS' INK looks with favor upon the act of our executive committee relative to "Associated Advertising."

When I was drafted as a candidate for the presidency of this organization I had no platform and made no promises other than to administer the affairs of the association in a businesslike manner. After careful investigation I came to the conclusion that it was exceedingly poor business for our association to continue the magazine in its present form. Consequently, I recommended the change, and I trust the new publication will be of more value to our members.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD

LOU E. HOLLAND, President

Milwaukee Paper Box Company Appointment

The Milwaukee Paper Box Company, Milwaukee, Wis., has appointed Frank B. Jennings as its advertising manager, effective September 1. Mr. Jennings has been sales and advertising manager of Davidson Bros. Co., Sioux City, Ia., and was previously with The Three Schuster Stores, Milwaukee, and The Jones Store Co., Kansas City, Mo.

Would Have State Advertising Examinations

At a meeting of the Advertising Club of Pittsburgh last week, in connection with an address by Richard S. Rauh, president of The Richard S. Rauh Company, advertising agency of Pittsburgh, a resolution was presented which called for a State Board examination for advertising men, who upon passing such an examination would be allowed to legally sign after their name the initials "A. C."—Advertising Counsellor—something after the manner that persons who have passed certain State tests are permitted to sign themselves "C.P.A.," Certified Public Accountant.

While this resolution was offered, final action was delayed until a later meeting when a more representative number of members would be present. The text of the resolution is as follows.

"Whereas, advertising as a profession is constantly progressing, and

"Whereas, advertising counsel is fast becoming a requisite part of business and economic life; therefore, be it

"Resolved, That the Pittsburgh Advertising Club in meeting assembled Tuesday, August 15, 1922, appoint a committee of three of its leading members to prepare in documentary form a code to be presented to the proper officials in Harrisburg for consideration, whereby it becomes obligatory on the part of every man or woman in Pennsylvania entering the profession of advertising to pass a Board examination if he or she is to become an A. C. or Advertising Counsellor."

Coca-Cola Has Big Increase in Net Income

The gross receipts of the Coca-Cola Company, Atlanta, Ga., for the first six months ended June 30, 1922 were \$10,171,220 as against \$14,903,046 in 1921. Manufacturing and general expenses were greatly reduced, being \$6,355,212 for the 1922 period compared with \$12,651,780 in 1921. The company's net income was increased to \$3,721,041 for the first half of 1922 as compared with \$1,804,263 for the corresponding period in 1921.

Leaves Vigilance Work to Join Durant Motors

James A. Davis, for three years manager of the Advertisers' and Investors' Protective Bureau of the Chicago Association of Commerce, has resigned to become vice-president of Durant Motors, Inc., New York. He has also been a member and special investigator of the Illinois "blue sky" commission.

D. D. Dewey, formerly in charge of the Davenport, Ia., branch of the Bureau of Engraving, Minneapolis, has joined the staff of Bawden Bros., Inc., Davenport, Ia., printers and engravers.

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Want to Sell More Stock Feed?

TRY this plan of concentrating sales for . . . say . . . six months.

Cover thoroughly this St. Louis territory—relatively small in area, but large in population and resources.

This very section produces one-fifth of all the live-stock raised in the United States.








Modern stock-raisers, these. Right in touch with new ideas. It's a receptive market, with alert, substantial dealers.

You'll find trade relations with these dealers most agreeable and profitable. . . . Especially when you rely on the help of the one farm publication which dominates in this St. Louis territory.

20%

of U. S. Live Stock production is concentrated in this section.
(1920 Census)



						
MISSOURI 74873	ILLINOIS 49161	INDIANA 16711	ARKANSAS 29101	OKLAHOMA 15019	TENNESSEE 14840	KENTUCKY 27292

Twice-A-Week Globe-Democrat St. Louis



MERCHANDISING HELP

Besides the advantage of dominant circulation (255,000 an issue—510,000 a week) Twice-A-Week Globe-Democrat advertisers enjoy the sales-aid of TEAM-WORK.

Here's the solution of your merchandising problem—a REAL solution. Write for the explanatory booklet "Making a Better Merchandiser of Your Small-Town Merchant." No charge. No obligation.

LARGEST

PAPER—1,150,000

Comfort—with Style



For more comfort in a longer line, wear the long-line corset. It gives you the most comfortable support and the most graceful silhouette. It is the most comfortable and the most stylish.

For more comfort in a shorter line, wear the short-line corset. It gives you the most comfortable support and the most graceful silhouette. It is the most comfortable and the most stylish.

For more comfort in a bust-line, wear the bust-line corset. It gives you the most comfortable support and the most graceful silhouette. It is the most comfortable and the most stylish.

GOSSARD

Better Looks and More Comfort



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GOSSARD

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GOSSARD

THE FARM

JOURNAL—1,150,000

GOSSARD CORSETS

THE FARM JOURNAL—1,150,000

Another "Lead" *From a Leader*

The H. W. Gossard Co. reports that sales for June, 1922, are 20.1% larger than in June, 1921, and that the first half of 1922 is the largest six months in their history.

Also, the H. W. Gossard Co. has just informed its stockholders of the "highly satisfactory" results received from its initial advertising in the farm market this last spring—a campaign which is being continued and enlarged for the fall and winter.

For this campaign, The Farm Journal has been the mainstay—originally chosen because of its largest circulation in farm homes, and kept on because *"it pays and proves it pays."*

The Farm Journal

NEW YORK

PHILADELPHIA

CHICAGO

LARGEST FARM PAPER—1,150,000

Trade-Marking a "Line" of Plays

Golden Plays to Be Merchandised Under a Common Mark, Signifying Fun, Cleanliness and Freedom from Shadiness of Any Sort—A Policy That Has Paid This Manager Financially

GEORGE HORACE LORIMER once pointed out the difference between a manufacturer and a magazine editor. When the manufacturer has created a good product, he can go on making the same article over and over, for years to come. But after the magazine editor has created a good issue, he must start getting fresh stories and articles for another issue right away, because the first will be dead next week or next month.

It is the same with the theatrical producer's creations. His latest play may run one night or one year. Ultimately, it is finished, and he must begin all over again and produce another play.

The magazine editor is a little more fortunate than the play producer because his magazine appears under the same title, and so gets cumulative reputation, while the theatrical manager's products are bound together only by his personal reputation as a producer.

But now John Golden has found a way to build plays into a trade-marked "line." Registry was granted him the other day by Washington on the word "Comiclean" as a trade-mark to be used on all the Golden productions. This will not only tie each of his plays into a consecutive "line," but is expected to put cumulative good-will into each new Golden play, just as cumulative good-will benefits each new article added to the manufacturer's advertised and branded line.

"Comiclean" expresses and protects characteristics that Mr. Golden has put into every one of his plays since he began six years ago with "Turn to the Right," "Cleanliness and laughter" has been his

standard, and it has paid. Broadway says John Golden is the "luckiest" of managers, but really he has discovered something that the public wants, made it a matter of policy, and delivered it under a guarantee.

Some months ago Mr. Golden told the *American Magazine* how this policy originated, and what it was:

"I am no prude. Maybe if I hadn't made money out of clean plays I might have been tempted to put on shady ones. But I'm damned if I think I would have done it even to make a million dollars! Some years ago, when I was a grown man, my mother and I went to a theatre together. I didn't know beforehand that the play was off-color. At the end of the first act, mother said, 'John, I don't think we want to stay any longer, do you?' and we got up and left. I guess I have a sneaking idea that I wouldn't enjoy putting on a play that my mother couldn't sit through. Anyway, I don't believe in public indecency. But I don't want you to think that I claim to be a paragon of virtue. I never was and I probably never will be."

This theatrical trade-mark will be used pretty much like any other commercial brand. Not a piece of advertising matter used for any of the Golden productions will be without it. It will be printed on programmes, incorporated in newspaper advertising, lithographed on posters, wrought in electric lights above theatre doors. Most of all, it will be incorporated as a psychological factor in every new production added to the "line." In the six-year development of this line, the public has felt that there was a standard of cleanliness, and responded to it. Now that standard is embodied in a label.

Macquoid Agency Appoints Chicago Representative

I. S. Wallis & Son, Chicago publishers' representatives, have been appointed to represent the Macquoid Special Agency, New York publishers' representatives, in the Western field.

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The adventure of living together

THIS is the reason why 1,800,000 of us buy **THE AMERICAN MAGAZINE** every month. In its pages you discover me, and I discover you.

I AM YOUR WIFE. I have lived with you for a dozen years; yet underneath all our intimacy, eluding our grasp, there is something in you I don't quite understand; something in me you can't explain.

One day in a book or magazine I am struck with a sudden ray of light. "Why didn't I think of that before?" I exclaim. And thereafter your lives

and mine are different, because of what I have read.

"What God Hath Joined" is a ray of light. In THE AMERICAN MAGAZINE for *September*.

I AM YOUR FATHER, fifty-eight; and you are twenty-five. No matter how deep our affection, there hangs between us the eternal veil that separates age and youth. Now and then the veil is lifted a bit and I see you as you are.

"What I think and feel at 25." By F. Scott Fitzgerald. In THE AMERICAN MAGAZINE for *September*.

WE ARE FRIENDS who stand in sorrow beside an open grave. No one can answer fully the question that is crying in our hearts, but how eagerly

we snatch at anything that promises an answer even in part!

Conan Doyle's interview, and the spirit picture of his son—published for the first time—in THE AMERICAN MAGAZINE for *September*.

I AM YOUR PARTNER, sharing the same office. But what do you really know of my hopes and fears, my jealousies and secret doubts—of the things I think about when the door between us is closed?

McIntyre and Heath (of Georgia Minstrel fame) have been partners for forty-eight years. And when they talk about themselves it is *you* they are talking about, and *me*.

"Partners and Friends for Forty-eight Years." In THE AMERICAN MAGAZINE for *September*.

SO for every human relationship
THE AMERICAN MAGAZINE has its
message. It is not a magazine in the
ordinary sense. It is life; it is us—
you and me; your husband and mine;
your partner and mine; your spirit
and mine—in the old, new, endlessly
thrilling adventure of living our lives
together.

The
American
Magazine

1,800,000 Circulation

Frank Brancher, Director of Advertising

The Crowell Publishing Company

381 Fourth Avenue

New York, N. Y.

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Pathfinders in Advertising Art

Novelties and Innovations That Lend Necessary Variety to the Pictorial Embellishment of Progressive Campaigns

By W. Livingston Larned

IT will be interesting and instructive to observe some of the progressive creations in the advertising field covering a period of the last few months. They are set forth here for a double purpose: first, as an indication of the spirit of modern advertising; secondly, as an incentive to others, who may be spurred on to greater endeavor when they fall victim to the "there's-nothing-new" mood.

Both artist and engraver play a part in all that has been done. Sometimes the idea of the illustration gives it the added power and attraction. Then again credit is due technique. It may be that the instances and examples mentioned are not of sensational moment, but at least they indicate a popular trend. Advertising will always have room, and to spare, for the pathfinders with new ideas.

The Southern Cypress Manufacturers' Association gives us a pleasing innovation in commercial art, with many elements contributing to the design. It was a mere circle, dropped in at the top of the composition, forming a light gray over-all background tint for the illustration, which was part pen and ink, part crayon. Pergolas were advertised, and the scene was of a pretty little structure just visible over the brow of a hill and seen through the foliage of an overhanging elm tree. The tree was treated in flat tints, somewhat darker than the background gray. Blacks, sparingly used, were sharply contrasted, and the pergola had been painted out white against the gray. The real feature of the picture was the surrounding area of gray, upon which no design appeared.

Advertisers do not seem to appreciate sufficiently the possibilities of the illustration drawn on different shades of gray board or paper.

An interesting art series has been run for Colt's revolvers. The advertiser is showing the firearm in desk drawers, at home, in banks, in offices. But it is the first time that perspective has played a part. In order to produce the desired result it was necessary to point the camera from above, that there might be a clear, unobstructed view of the drawer and the revolver. This reminds us that the best photographic studies now being made for advertising are those in which an odd and unusual point of vantage is obtained for the camera.

SUCCESSFUL USE OF TRANSPARENT COLORS

Remarkable progress has been made in one year in the use of a second color over photographic bases. Heretofore, these effects have not been satisfactory, often marring the natural charm of the original. Thus, when a flesh tint is run over or under the black plate, on hands or faces, the latter tends to give flesh a dingy, unsightly appearance. The best results are obtained when an experienced artist paints transparent colors over the photograph, using this as a guide when sent to the engraver, and supplying him with a straight black-and-white original. However, it is possible to obtain engravings in two or more colors direct from the tinted design. There are notable examples in campaigns for Johnston's Chocolates and for Fairy Flakes.

At last advertisers are seeing the wisdom of the human-interest figure composition, minus all backgrounds. A large share of the time they are not necessary and do no more than to detract from the real essentials of the composition. The heavily worked-up background picture seems strangely old-fashioned these days.

Congoleum pages, largely illustrative, have led the way in proving that floor coverings can be shown, in detail, without a sacrifice of accessories, such as figures, furniture, and the trappings of the home. Again perspective has solved the puzzle. The point of view taken by the artist is from slightly above, looking down on the entire scene. In the old days, patterns of rugs, carpets, tilings, etc., were treacherously distorted because of violent perspective.

IMPROVED PHOTOGRAPHIC ILLUSTRATIONS

Photographic base illustrations have been vastly improved through being fused with drawn accessories. A Johns-Manville series, for brake lining, is one of the most striking instances of this mixing of two separate techniques. Large hands are taken from photographs, and posed in the act of giving a stop signal. Elsewhere in the design, and often melting into the photo print, there are crayon originals. The most notably worthy advertisement showed a country constable, hand raised, with official star conspicuously displayed, just running his motorcycle out from the cover of some roadside bushes.

Photographs, by themselves, are inclined to be a trifle uninteresting and lacking in individuality. But when other mediums and techniques are fused with them, it is quite a different story.

And while on the subject of photographic illustrations, it is well to commend the new idea, in magazine advertising, of using flat tint blocks under the black plate. It is surprising what happens, when the subject permits, in added eye attraction and atmospheric tone. Thus, a camping scene, of young fellows bending above a fire in the deep woods, is livened and given character by a delicate tint block of green.

Another advertiser used a photograph of a night scene in a steel mill, and by running a tint block of warm orange over all, the amazing effect of the warm, radiant light was obtained, with

minimum difficulty and expense. These tint blocks work wonders with photographs.

The engraver has made rapid strides in the art of tooling out whites on plates, and nothing is of greater value to the average illustration, since all values are tremendously intensified. Blacks become crisp, and lights more vivid. The tooling is an accomplishment in itself and rather costly, but the advertiser is penny wise and pound foolish when he allows a half-tone plate to go through without designating the tooling out of these contrasts. It is best for the artist to outline the areas on a tissue overlay, since he best knows where they should appear.

Where once purely ornamental and decorative treatments in advertising were mongrel, made up to please the individual artist, this art has become a specialization. Many campaigns are running that present phases of design undreamed of in past years and that are technically correct.

There has been a sharp decline in the over-ornate style of hand lettering, often difficult and puzzling to read. In its place, there has sprung up a new school, equally imaginative, yet sane as to readability. There is no room in advertising for involved hand-drawn captions.

The retouching of photographic originals has also been steadily improving. The modern retoucher is an artist, where once he was unsympathetic to the artistic possibilities of his interesting field. We have seen the last of the greasy, highly polished forms of retouching and the newer order permits of many liberties, such as simplification of detail, novel lighting, areas of black and white and very odd shadow effects.

Still-life studies of foods are increasing in artistic value because they are not so "tight" in their handling and oil is rapidly taking the place of water-color and hand-colored photographs.

Men who really "love" to do this sort of work are engaged in it, and one artist has prepared a

St. Louis

and the area within its 40-mile radius has a population of well over 1,000,000 people—about 1,300,000. On a basis of 4.5 persons to a family this represents 288,888 families.

Naturally every family does not regularly read a St. Louis newspaper—but—nearly every family that does, reads an evening paper. This is evidenced by the fact that approximately 260,000 St. Louis evening papers are distributed daily in this district.

National Advertisers seeking thorough coverage of this concentrated market with minimum duplication and cost, logically advertise in evening papers.

Necessarily on the list—

THE ST. LOUIS STAR
don't say "Paper"—say "STAR"

Trade Mark Registered

National Advertising Representatives

STORY, BROOKS & FINLEY

New York

Chicago

Philadelphia

Los Angeles

San Francisco

wonderful series, who, until recently, was a noted colorist in this field. The commercial instinct has not, however, spoiled his methods.

An advertising illustration in this department that deserves special mention is a page for Sun-kist lemons, showing a silver pitcher filled with iced lemonade and two glasses, straws, cherries, all on a silver tray. So well has the effect been obtained that one can almost feel the chill from the pitcher and touch the damp sweat from its contents.

More attention is being paid to the possibilities of characterization in advertising.

The conventional faces are disappearing and we see real types, not replicas of a mold.

This is because the studio artists scour the country for models. Real people are portrayed. When he has a policeman to draw he finds a real officer who is willing to pose—or a real servant, a real mountaineer.

Another marked advance is that of style figures. It has been going on for quite some time, but has reached a degree of charm that was never anticipated in the olden days, when clothing manufacturers and makers of women's garments had ideas and rules that seemed iron-bound and unbreakable.

Natural people are doing natural things. Affectation is taboo. The high-light on the button and the stitching on the lapel are mere memories.

Artists have proved to the manufacturer that style appeal is vastly more than an exact reproduction of the garment, stitch for stitch, line for line. Much may depend upon the human qualities of the scene and the naturalness of its active characters.

There is far more action in the illustration of today—go, zip, animation. Copy writers have assisted in this, by seeking farther than the commercially obvious for opening leads for advertising stories. The artist has so much more latitude. And he is taking full advantage of it.

All in all, the trend is upward and onward.

We are improving. New ideas in art and in composition keep pace with progress in engraving. Today, the advertiser in building a campaign has a wide choice of techniques. He has a spirit that applies to his particular product, and that is what counts.

His Companion on a Successful Journey

THE ERICKSON COMPANY

NEW YORK, August 17, 1922.

Editor of PRINTERS' INK:

It must have been in the early '90's that I first ran into PRINTERS' INK, because it was then I made my debut into the advertising business—and that debut, believe me, was at the bottom of the ladder with the old Cleveland Baking Powder Company.

Having youth and lacking much knowledge about advertising, I very soon sent in contributions, some of which were accepted—and, strange to say, paid for.

I have been a regular reader certainly for thirty years, and my interest now is keener than when I started.

I do not know when I first subscribed, because for many years—being an economical "cuss," I read the company's copy.

The publishers, advertisers and advertising agencies of America are fortunate in having so virile a publication represent them as PRINTERS' INK.

As the Irishman said, "More power to your arm!"

A. W. ERICKSON, President.

Van Camp's in Street Car Teaser Campaign

A teaser street car campaign is being used for the advertising of Van Camp's Milk.

The campaign opens with a card showing a cow formed of milk cans, with the slogan: "Cow in the pantry." Although the name of the product appears on the tiny cans which make up the cow, it is subordinate, since the sign is intended chiefly to arouse attention.

This is followed by another card, with the same slogan and cow featured, but with the name, Van Camp's Milk featured strongly, described as "The richest milk from high-bred cows."

Procter & Gamble Earnings Reported

The Procter & Gamble Company, Cincinnati, manufacturer of Ivory Soap, Crisco, etc., during the fiscal year ended June 30, 1922 did a gross business of \$105,655,000. The net earnings for this period were \$7,340,000 after depreciation and all charges were deducted.

Available Only in Prosperous Detroit

DETROIT is growing now at a rate exceeded only during the greatest boom period in 1916, is the opinion of the Detroit Water Board.

The Water Board knows more definitely than any other public or private organization just what Detroit's status is, for it is the business of this board to make the pipe connections to new homes and residences, and it, therefore, has the closest gauge on the actual growth of the municipality.

There are other evidences of Detroit's phenomenal prosperity: Ford's consistent increase in car and tractor production; practically no unemployment; great increases in retail sales and demand for help of all kinds, as proved by the want ad columns.

Detroit's Largest Newspaper Circulations Consolidated

The Detroit News for a long time had reached 90% of all the homes in Detroit and vicinity, both week day and Sunday. This proportion of coverage ascertained by a house to house canvass of the whole city has been verified by advertisers.

Now, by consolidating The Detroit Journal with The News and taking over the important members of the Journal editorial staff, its best features and its whole circulation organization, The News is able to give advertisers a 100% coverage of the whole field. Do not neglect this golden city and its golden opportunity for you.

*Two and a Half Times Nearest Circulation
in Detroit Week Days*

Largest Circulation in Detroit Sundays

The Detroit News

Member Associated Newspapers, Inc. Sunday Advg. in Color

"Always in the Lead"

Another

*A statement from Tebbetts & Garland,
Chicago's largest and finest grocery
store located in the exclusive
Michigan Boulevard shopping district.*

THE advertising value of the HERALD & EXAMINER, we believe has been amply demonstrated by this store. Up to the time we started advertising with the HERALD & EXAMINER, our media was restricted to certain fields that we thought covered the territory as far as our business and its policy was concerned, and the initial contract with this paper was entered into as an experiment.

Within a short time, full copy was accorded the HERALD & EXAMINER because of the many new faces to be seen about our store, and increased interest in our announcements. The service and co-operation of this paper's organization have been consistently satisfactory and helpful, and we believe that the results have fully justified the amount of business we have given them."

The TEBBETTS & GARLAND Store

Chicago Herald

NEW YORK: 1819 Broadway
SAN FRANCISCO: Monadnock Bldg.

.. local check-up

*Tebbetts & Garland advertising
lineage in the
HERALD & EXAMINER:*

1919	400 lines
1920	34025 lines
1921	74194 lines*
1922 <small>First Seven Months</small> . .	52495 lines*

**[*More lineage than any other
Chicago newspaper]**

and Examiner



When you are able actually to see the city of Erie, Pa.—

to appreciate from first-hand observation its inherent stability, factories running, stores doing a good business, new homes under construction, practically no single homes for rent—

when you understand that Erie and suburbs is a compact population unit of 154,000 within a few hours of Buffalo, Cleveland or Pittsburgh—

then you appreciate how easy and inexpensive it is to develop this additional and substantial market.

And the complete coverage of the soundly established Erie Daily Times reduces advertising expense.

Erie Daily Times

A. B. C. Member Evenings Except Sunday

Representatives:

E. Katz Special Advertising Agency

New York Chicago Atlanta Kansas City San Francisco

A Banker's Three Reasons for Failures

Among These Reasons Is the Inability to Properly Understand Advertising

By James True

FROM the viewpoint of a banker, many a business is considered a failure that never makes an assignment or goes through a winding-up process in the courts. A bank is successful only as it is able to place its loans with individuals and commercial organizations that have the ability to use the loans in increasing their profits. Hence, a banker should consider as successful only those concerns which progress and develop, and, through a period of years, demonstrate their ability to earn increasing profits above their expenses and additions to their surplus accounts.

Recently these facts were stated by Barkley Wyckoff, cashier of the Bankers' Trust Company, of New York City. For thirty-five years, Mr. Wyckoff has been actively engaged in banking, and has passed on thousands of loans to many concerns in a great variety of lines of business. His conclusion that there are only three general reasons for the failure of many concerns to succeed is based, entirely on his experience, and several of the elements of his analysis are as unusual as they are important.

"Of course," he said, "if you consider all of the details and peculiar details of concerns that fail to make good, and go no farther, you will have as many reasons as failures. But from the viewpoint of an outsider, that of the banker whose interest in manufacturing, jobbing, retailing and selling is external, every failure to succeed can be traced back to one or more of three general reasons."

In his discussion, Mr. Wyckoff eliminated the cause of failure that is most frequently accepted, that of insufficient capitalization. The term is too inclusive in its application, and rests too heavily

on opinion to be of value. Neither did he consider experimental business ventures, nor those of a speculative nature. As a banker, he was concerned only with those business organizations which have, through adequate capitalization and experience, established sufficient credit to conduct their affairs under ordinary conditions.

FAILS TO PROVIDE FOR EMERGENCIES

"The first reason," he continued, "is established by the failure to allow for obsolescence; to segregate from profits sufficient to cover depreciation of machinery, fixtures, buildings and manufactured stock, and to take care of possible losses on accounts and bills receivable. Almost invariably, in the instance of the failure of a business that was considered prosperous, or in its sudden decline, it is found that too small a reserve or surplus, or none at all, has been built up out of profits to take care of emergencies, radical changes in the industry, unforeseen competition and conditions of the kind, and to equalize the results of occasional lean years with those of the fat years.

"During the late period of business readjustment, there were innumerable instances of the actual failure of concerns, and the decline of others into commercial dry rot, because of a lack of convertible assets accumulated through the preceding era of prosperity. Their officials or owners either were convinced that the abnormal demand for their products would continue indefinitely, or that they would be able to use their credit to tide over any period of reaction. Under the first conviction, they were suffering from the malady that causes 90 per cent of all failures, that of bad judgment. And when

they anticipated the support of their credit they failed to realize the fact that any condition that would depress their business would undoubtedly make loans difficult or impossible to secure.

"When well-known, large manufacturers, after several highly prosperous years, suddenly cancelled their advertising contracts, laid off numbers of their workers, reduced salaries and discharged members of their sales forces, it meant but one thing—that they had failed to set aside a sufficient portion of their profits, invested, not in buildings, equipment and stock, but in convertible assets. And I am convinced, if it had been the common practice of our business concerns to set aside, during the last ten years, even so little as one-tenth of their profits in this way, that our recent so-called depression would have been so mild as to have been hardly noticeable.

ADVERTISING MISTAKES

"The second reason is the failure to advertise intelligently, to make a business known and respected in its selling field. Bankers are criticized by advertising experts, I believe, for not advertising more extensively. However, modern banks fully appreciate this selling force and require a fair knowledge of the subject on the part of their executives. Furthermore, many banks, in making a loan to a business that requires or is aided by advertising, request the borrower to state his advertising expenditures and appropriation for the year.

"There are two common mistakes, that of advertising at too great a cost and advertising too cheaply. During readjustment bankers saw many instances of both. Then, many of the large national banks throughout the country placed their own representatives in the organizations of some of their customers who had been going at too great a pace. These representatives were there to protect the banks by scientifically managing finances until they thought the concerns

were replaced on a sound basis.

"Under these conditions, advertising contracts were cancelled and a few large manufacturers ceased to advertise at all for several months. I understand that the banks were roundly criticized for this procedure by prominent members of the advertising profession. But I am sure that this criticism arose because of a lack of knowledge of the real conditions. The representatives of the banks merely found that their customers were advertising at too great a cost and that, under the peculiar circumstances, even the maximum results could not compensate for the expenditure.

"Any business man will admit that it is dangerous to advertise a business that is approaching the time when it cannot meet its obligations. In many instances, the bankers found that an increase of indebtedness of only a few thousand dollars would mean disaster. So they stopped, temporarily, not only the advertising expense, but every other that the concerns could possibly hold together without, until they could be reorganized and readjusted to prevailing conditions. When they were in fair condition again, the bankers invariably advised that intelligent advertising be resumed.

"In other words, the banks found these concerns in the position of an automobile that had been driven so fast and so hard that the engine had become dangerously overheated. In such a case, there is only one logical course to take: stop, shut off the gas, change the water in the radiator, and wait until the whole thing cools off.

"Frequently, too, adequately financed small concerns will weaken their credit and standing with too costly advertising. With partial distribution, they will attempt to compete in their advertising with larger, better-financed concerns in the same or similar lines, concerns that have more nearly complete distribution. This is usually a costly experiment, and it is invariably discouraged by bankers.



Throughout the Machinery Industries

whether in railroad shop or typewriter factory, textile mill, machine shop or oil-well supply plant — you'll find to a remarkable degree that

The Man Who Buys

machine tools and small tools, motors, hoists and hundreds of accessory products,

Reads American Machinist

To keep pace with developments the real production executive, whether his title is president or manager, superintendent, engineer or tool foreman finds it pays to read this authoritative publication

Every Week

American Machinist
Tenth Ave. at 36th St.
New York City



Philadelphia
Cleveland
Chicago
St. Louis
San Francisco
London

"Occasionally we see a similar practice that is equally as costly and which is exclusive with very large concerns. This is the attempt, seemingly, of a large advertiser to dominate his industry with advertising, and with obviously no other thought but advertising dominance. Or you will see two or more large national advertisers competing with their advertising, with apparently no other determination but to use more space than any other advertiser in the field.

"This is demoralizing, I believe, because many of the companies that over-advertise for any reason of the kind eventually discover that their advertising has been too costly, and then go to the other extreme of not advertising enough. From the banker's viewpoint, measured by his financial training, advertising of the kind is not intelligent.

"Those who advertise too cheaply usually scatter a small appropriation through so many channels that their advertising influence is weakened to a negligible point. It would be better for them to concentrate their effort and sell one audience thoroughly.

"Then there are those who spend too small a portion of their profits in advertising, and those who do not increase their annual appropriations with the increase in their volume of business. Besides, there are many manufacturers, usually small, who make useful and attractive articles, and who advertise too little and too cheaply because they are satisfied with a slow growth or a static volume.

"Creators of advertising have a great responsibility in educating all of these classes to a more intelligent conception of the subject. Today, bankers generally look upon advertising, when intelligently created and applied, as a remarkably effective business-building force; but they are convinced that this force should be considered and used as an investment, and not as a speculation. And I believe that the time is not

far distant when all banks will consider the advertising ability and policies of their customers just about as carefully as they now consider their financial standing and policies."

At this point, Mr. Wyckoff emphasized the fact that his statements referred only to manufacturers, distributors and retailers who are able to use general advertising profitably. He insisted that his remarks and conclusions do not apply to many jobbers, makers who do not merchandise their products to the retail trade and the public, and manufacturers of materials such as cartons and other factory supplies. With these, he said, advertising requires an individual kind of specializing, and cannot be considered generally.

DRY ROT IN THE ORGANIZATION

"The third reason for failure to succeed," he continued, "may be called a fault of organization. Many concerns flourish for years and then drop back because of a lack of men who understand the development of the various kinds of business. This is the result of the failure of business organizations to train executives to carry on.

"Many concerns, once highly profitable and well established, gradually dry up and blow away because they have not offered sufficient inducement to interest and attract capable men of the present generation. Some of our most conspicuous merchandising successes are due to the judgment and creative ability of one man. Frequently, these organizations do not understand this, and, when they lose the one man, make radical changes in policy and method, or they attempt to carry out ideas and policies which they do not understand. In either case the results are usually unprofitable.

"Every important executive of a business should have an assistant at least ten years younger than himself who is qualified to take his place, and there should be another, at least ten years younger than the assistant, who

THE CART BEFORE THE HORSE

HAVE you heard this argument and have you felt, as we do, that it is sound?

*"The advertising must be merchandised to the trade.
It must inspire the branch managers.
It must stimulate the selling force?"*

And then, all unconsciously, did you hitch the cart before the horse?

Look over your magazine and newspaper copy.

Has it been influenced by any considerations other than direct consumer appeal?

Probably.

Are you talking to consumers exactly as if there were no such things as dealers and your selling organizations—and even competitors?

Probably not.

If there is such a "short circuit" in your campaign you are going to get mighty little else than sparks.

Keep this thought in mind always:—

If your consumer campaign is planned solely for the consumer—if it is the most direct, logical, forceful or insinuating advertising that you possibly can devise for inducing the readers of magazines and newspapers to buy your goods—then, and not until then, will you have a campaign that is fit to "sell" to the trade or your own organization—then, and not until then, will your advertising move the machinery and illuminate the path through all the channels of trade.

CALKINS & HOLDEN, INC.

250 FIFTH AVENUE, NEW YORK CITY

Is your package a salesman —or just a container?



THE last few years have seen a tremendous increase in the number of articles sold in packages.

Where a little while ago there were only 2700 items in the entire drug field, for example, there are today over 45,000—most of them packaged goods!

Every year it becomes more important for your package to stand out from the rest—to command the customer's attention.

Our creative department, with years of experience in package designing, places its services at your disposal. Our artists will study your

product and design a package that will prove an active force in stimulating sales.

Opposite is shown a characteristic group of recent Gair designs. For many other well-known products, the Robert Gair Company has designed, engraved, and printed packages which today are nationally famous.

* * *

IF printing—not design—is your problem, we will take your present unit and give it the utmost distinction by vivid, accurate, colorful reproduction.

We maintain our own laboratories, our own photo-engraving and printing departments. Our home plant on the Brooklyn waterfront is the largest of its kind in the world.

Unequalled facilities for rapid large scale production make the Robert Gair Company the logical source of supply for all the essentials of modern package merchandising: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

Send a postal for your copy of the new Gair booklet, "Testing the Merchandising Value of a Package," today!

ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO ✧ PHILADELPHIA ✧ BOSTON ✧ BUFFALO

is working in the expectation of eventually qualifying for the executive's position. With this form of organization, when the assistants are imbued with the policies and ideas that have made a business successful, no matter how large it is, there is no doubt but that it will continue to grow and prosper.

"Business methods and processes are evolving continually. And the progress of every business, over a period of years, depends upon the constant execution of new ideas. Hence every business organization should encourage the advice and suggestions of all its members. Then, during the times of reorganization and readjustment, which should occur in every organization within ten-year periods, there will be no dearth of ideas to keep the business right up to the minute of general progress.

"People frequently express the belief that banking is conducted now pretty much as it always has been; but there is no other business that is comparable to banking that has undergone such drastic and progressive changes during the last fifteen years. Many of the statements and observations I have made apply to banking, and in our line of business, probably as in no other, assistants are trained and encouraged to qualify as executives of their various institutions.

"So, when any established business fails, or fails to succeed, you can trace the cause back to one or more of the three reasons I have discussed. It is simply a matter of getting back to the three vital elements of all good business—finance, promotion, organization."

A. G. McKay with J. W. Jenkins Music Company

Alois G. McKay has been appointed advertising manager of the Band Instrument section of the J. W. Jenkins Sons' Music Company, with headquarters in Kansas City. He was formerly with the Allen C. Smith Advertising Co., Kansas City, and more recently in charge of the advertising and direct-mail literature of the Rahe Auto Schools.

Public Endorsement through Advertising

A political campaign which has been waged in Arkansas has brought a considerable amount of advertising into the newspapers of that section. One of these advertisements in a Little Rock newspaper was rather unusual in that it was paid for through the contributions of a number of people who, in a paragraph following their names said: "This advertisement is published without the permission of Herbert R. Wilson and paid for by a number of the signers. We do not endorse the character of the campaign being waged by his opponent and who hereby pledge their support and assure the people that Miller County is for Wilson."

Plan Outdoor Campaign for Stromberg Carburetor

The Stromberg Motor Devices Company is placing an outdoor advertising campaign for "Stromberg" carburetors in the principal cities of the country through the Sehl Advertising Agency, Chicago. This is the first time that the Stromberg company has used outdoor advertising.

Another Chain Restaurant Uses Newspaper Advertising

The Horn & Hardhart Baking Company, Philadelphia, with restaurants in other cities, is using 150 line space in the newspapers, advertising their three distinct services—Automat, Cafeteria, and Lunch Room. A sample menu, with price, is given, as well as text to sell their service.

Don D. Miller Joins "Judge"

Don D. Miller, for the past five years with *Vogue*, *Vanity Fair* and *House & Garden* in both Eastern and Western territories, has joined the advertising staff of *Judge*. Previous to his connection with the *Nast Publications* he was with the Russel M. Seeds Company, Inc., Holcomb and Hoke Mfg. Co., and Premier Motors, all of Indianapolis.

With Rothschild Associates

A. W. Schreier, recently sales and advertising manager for Crippen & Reid, Baltimore, is now with James H. Rothschild & Associates, in charge of the New York office. He was formerly assistant sales and advertising manager for D. E. Sicher & Company, Inc., New York.

El Paso Advertising Club Elections

The El Paso, Tex., Advertising Club at its annual meeting elected Fabian Stolaroff, as president. A. G. Shirley, vice-president and John C. McNary, secretary and treasurer.

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Is that all there is
to Advertising?



A CRITIC got after our advertising. He said, "You people talk about advertising moulding favorable public opinion.

"Why don't you talk about selling goods? Public opinion is all right, but what I want to know is how about sales, profits, turnover, more distribution, window displays, bigger earnings, as a result of buying advertising!"

It's not a very strange thing for a business man to want these things. Most of them do.

This man doesn't want to wait for favorable public opinion. He wants to go straight

to the mark for more sales and greater profits. He wants a public actually buying his goods—not just a public getting more favorably disposed toward buying.

Nevertheless, the way advertising works is through the moulding of favorable public opinion.

The quality of an article, its price, its competition, its method of sale, and the extent to which people actually need it affect immediate sales more than advertising does.

Advertising is a relatively new thing. But it is not so new that people who buy it

should be uninformed as to how it works.

Whether the results from advertising are fast or slow, the process is the same—it is the moulding of a favorable public opinion for articles or services that deserve it.

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

GEORGE BATTEN COMPANY, INC.

Advertising

10 STATE ST.
BOSTON

381 FOURTH AVE.
NEW YORK

McCORMICK BLDG.
CHICAGO

Moulding favorable public opinion for articles or services that deserve it

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The Justification of Advertising in Marketing Fruit

Impossible to Expect That Advertising Will Hold Down Prices in Season of Scarcity

THE THOMAS ADVERTISING
SERVICE

Jacksonville, Fla., Aug. 14, 1922.

Editor of PRINTERS' INK:

THE letter from F. M. Berkley, published in a recent issue of PRINTERS' INK, implying the purchase of an orange of a nationally advertised brand at a total expenditure of ten cents and suggesting that advertising should function to reduce the retail price of this commodity, would be considerably more illuminating had it specified "when, where and what."

I am reminded of an experience I had several years ago while in New York for a few days. I was invited to breakfast at a leading hotel by a Florida citrus fruit grower who happened to be in the city at the time. This gentleman kicked rather vigorously at the charge of thirty-five cents for a half grapefruit made in the restaurant of the hotel in question. I asked him to go to breakfast with me the next morning, and, at a wholly reputable, but popular-priced eating house just two doors from the hotel, we were served very excellent Florida grapefruit at fifteen cents for a half or twenty-five cents for a whole fruit.

It is to be presumed that Mr. Berkley's purchase of an orange for which he was charged ten cents was made at a comparatively recent date. Presumably, also, the transaction was at a fruit store or stand in or near the business centre of New York City. Further, it might be assumed that but a single orange was involved in the transaction. It would not be surprising to find that on the same day economical housekeepers were buying oranges of equal quality at from sixty to seventy-five cents a dozen, from fruit dealers more fortunate in location and overhead

than the one with whom Mr. Berkley did business when he paid ten cents for a single fruit. If advertising helps to teach the lesson that a little shopping often is necessary to obtain best prices, does it not function to reduce costs to consumers?

It is entirely possible that during the war period of restricted production and high prices, Mr. Berkley may have been asked to pay ten dollars for a pair of shoes made before the rise in cost of material and labor and sold by the manufacturer at a figure which justified a retail price of five dollars. It must be admitted that from late in the spring until early in the fall, while Florida oranges are practically out of the market and not advertised, retail prices bear comparatively little relation to producing costs. Owing to the freeze in California last winter, this summer there has been a shortage also of oranges from that State, and the old, old law of supply and demand has functioned to make them much higher in price than usual. It was after this freeze, by the way, that for the first time in several years Florida orange growers were able to dispose of their crops at prices which exceeded costs of production. Many of them made good money on the oranges they sold during the latter part of the 1921-22 season, but few of them were able to recover in full the losses they sustained earlier in this season and during the two or three winters immediately preceding.

In this connection it may be of interest to readers of PRINTERS' INK to know something of the costs of orange production, transportation and selling. Including proper allowance for interest on investment and replacement, it takes about a dollar to grow a box of oranges to the point of picking.

The expense of picking, packing and preparing for market, including interest charges on investment and allowance for depreciation of packing houses and machinery, to point when fruit is loaded in refrigerator cars and ready to move, will fall but little below another dollar. Shipping costs, from a typical central Florida point, including freight, refrigeration and like charges, will average just about one more dollar. The cost of selling, in the New York market, including advertising expense, for fruit handled by the growers' co-operative marketing organization, will not exceed twenty-five cents a box. The average profit of a wholesale fruit dealer seldom exceeds 10 per cent, making the total cost of fruit, delivered to a retail store, between \$3.50 and \$4 a box. Assuming that a box contains 150 oranges, eliminating entirely the grower's profit, the fruit would reach the retailer, on a purely cost basis, at about two and a half cents each. Considering the hazards of the industry, the growers should have a profit of at least seventy-five cents a box, which would add another half cent per orange to the figure at which the retail dealer is supplied. The elements of decay and other losses are such that the retailer must figure on a much higher mark-up than on staple articles. Five cents apiece for oranges, therefore, is not an unreasonable price, when conditions are normal, and ten cents is to be expected if the fruit is scarce.

The low cost of selling on advertised Florida oranges is in itself evidence of the efficiency of the advertising. The co-operating Florida growers have utilized advertising as a distributing force to a remarkable degree. During the 1921-22 season they sold Seald-sweet grapefruit or oranges in car-load lots to wholesale dealers in more than 350 cities. In only about 100 of these places were the growers represented by resident salesmen. While each of these representatives did a limited amount of traveling in his immediate trade territory there was no

organized force of traveling men on the road at all times. In scores of instances comparatively inexpensive but highly intensive advertising campaigns were directly responsible for securing distribution. The problem of the spread between wholesale and retail prices has been an exceedingly difficult one, rendered more than ordinarily perplexing by the perishable character of the product, but already advertising has made some notable steps toward its solution. A system of special sales by representative fruit stores, which were induced to offer oranges at figures providing relatively small margins of profit, in consideration of advertisements carrying their names and addresses, partly if not altogether paid for by the growers, in cities where the general average of retail prices was found to be too high, very quickly brought them down to approximately the desired level. It is too much to claim or expect, however, that advertising will succeed in keeping prices down during periods of great shortage in the output of fruit.

JEFFERSON THOMAS,

President and General Manager.

New Accounts with Randall Agency

The American Electrical Association has placed its advertising account with the Chicago office of The Fred M. Randall Company, Detroit advertising agency. Copy is being placed in electrical, radio and some national magazines for the association's correspondence course in radio. The Chicago office of The Fred M. Randall Company is conducting a campaign on butter and eggs in newspapers in Chicago and a few other cities for the Chicago Mercantile Exchange.

Join Indianapolis "Star"

The Indianapolis *Star* has added W. J. Willis to its advertising sales force. Mr. Willis was formerly with Washburn & Florsheim Company of Cincinnati. H. A. Stockhoff and Albert M. Johnson also have been added to the advertising sales staff of the *Star*. Mr. Stockhoff was formerly with the Thomas W. Briggs Company, Memphis, and the Buick Company. Mr. Johnson was formerly a State manager for the D. T. Auld Co., manufacturing jewelers, of Columbus, O.

Official publication of
The American Legion
and The American Leg-
ion Auxiliary

**The AMERICAN
LEGION Weekly**

Published by the Legion
Publishing Corporation,
President: Sam Ford
Vice-President: Sam Ford
Secretary: Sam Ford
Treasurer: Sam Ford
Editor: Sam Ford
Manager: Sam Ford

OFFICES: 627 West 43rd Street, New York City

OWNED AND PUBLISHED BY
The American Legion Publishing Corporation

JULY 2, 1922

TH

The Florsheim Shoe Company

ADAMS, CLINTON, JEFFERSON & QUINCY STS.
CHICAGO, U.S.A.

June 15, 1922
ADV. DEPT.

The American Legion Weekly,
627 West 43rd Street,
New York, N. Y.

Gentlemen:-

When you placed proof before us showing that a large majority of Legionnaires preferred Florsheim Shoes, we did not hesitate in signing on the dotted line.

You claimed that The Florsheim Shoe, worn by so many thousands of Legion men, belonged as naturally in the Weekly as it does on the feet of Legion readers, and to prove your point you brought the evidence.

Our advertising has now appeared for one season and the marked response we have received from both consumer and retailer has fully convinced us that The American Legion Weekly is one of the strongest mediums on our list.

Yours very truly,
THE FLORSHEIM SHOE COMPANY

By *C. R. Hanson*
Mgr. Adv. Dept.

A Municipal Market That Advertises

PUBLIC markets, usually under municipal direction, are to be found by the diligent searcher for low prices on foodstuffs in many American cities. A newcomer in a city having a public market generally can come across this fact only after some kindhearted old



What This Seal Means to YOU—

Whenever you deal at the City Market with merchants who display the above seal, you can feel sure of honest weight and fair dealing. Remember that they are the more progressive merchants at the market. They sell only the freshest produce and meats in the widest variety obtainable anywhere.

INDIANAPOLIS Market Association

"Supply Your Table From Market"

INSTITUTIONAL COPY

inhabitant passes on the information to her. All of this is but to suggest that this old-time institution is in need of advertising.

There has been much interest displayed by many cities in a newspaper advertising campaign that the municipal public market of Indianapolis is now conducting.

By accident, and not because of

reasoning that led to the conclusion that people should be informed of its existence, this public market has become an advertiser. There has been for some time an undercurrent of uninformed criticism of the public market in Indianapolis. In an endeavor to answer that criticism the merchants doing business at the public market of Indianapolis banded together under the name of the Indianapolis Market Association and took to advertising.

Their copy does not actually make recognition of criticism. It is simply a statement of the advantages accruing to the person who makes purchases of foodstuffs at the public market. An emblem bearing the name of the association, the words "Fair Weight—Fresh Produce," and a drawing of a scale, is used in all of the newspaper advertising. This same emblem serves as a tie-up with the newspaper advertising by virtue of the fact that it is displayed in the stalls of all of the merchants who contributed to the advertising fund.

When it is considered that in the Indianapolis public market there are 450 different stalls selling foodstuffs it will be readily seen that this institution has magnitude. Magnitude is, as the owner of several large Eastern department stores has said, the chief drawing power of a department store. And just as the department stores of America have found it profitable to bring this chief drawing card to the attention of the buying public through advertising, so will the public markets find that concerted advertising action will bring them increased sales.

New England Chain System Appointment

The A. H. Benoit Men's Shops, which operate a chain of seven stores in Maine and Massachusetts, have appointed Raymond E. Gardner as advertising manager. He will make his headquarters in Portland, Me.

Mr. Gardner was recently on the advertising staff of the *Portland Express* and previously was with the *Providence Journal*.



You Really Contact the World With Washington (D.C.) Advertising

This is an international city now—more so than ever before—attracting people from everywhere. So that the eyes of the world literally focus on the advertising pages of The Washington Star.

The Star is sufficient for any advertising campaign in Washington—for nearly everybody here—resident and visitor—reads The Star.

Our Service Department will
be glad to advise with you.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building



**Louis C. Pedlar
&
Harford Powel, jr.**

**will join our organization as general
executives on September first**

**W. Arthur Cole
continues as Manager of
Art and Production**

Barton, Durstine & 0

**Member American Association of Advertising Agencies
Member Audit Bureau of Circulations**



EXECUTIVE PERSONNEL

Mary L. Alexander	George F. Gouge
Robert P. Bagg	F. W. Hatch
William R. Baker, jr.	Paul M. Hollister
H. G. Canda	Francis G. Hubbard
A. D. Chiquoine, jr.	S. P. Irvin
E. H. Coffey	D. P. Kingston
W. Arthur Cole	Wm. C. Magee
George Cushing	Gardner Osborn
Clarence L. Davis	L. C. Pedlar
D. Rowland Davis	Harford Powel, jr.
B. C. Duffy	T. Arnold Rau
W. J. Donlan	T. L. L. Ryan
C. B. Dotson	W. M. Strong
M. J. Eisler	Spencer Vanderbilt
R. C. Gellert	Don B. Wheeler
C. S. Wooley	

BRUCE BARTON
ROY S. DURSTINE
ALEX F. OSBORN

 **Osborn, Inc.,** *Advertising*

Boston • New York • Buffalo

Who does
your printing?

Charles Francis Press

Printing Crafts Building • Telephone Longacre 2320

461 Eighth Avenue, New York City

Why Banks Do Not Advertise in England

OF course it is only in a limited sense true that bankers in this country do not advertise. They do, to a certain extent, pay for advertisements. But these advertisements have so little force that they are hardly noticed. They name the bank, and perhaps its capital (or perhaps not): but they make no attempt to do creative business-building, except in unfortunate cases like that of the Birkbeck and the delinquent Farrow's. That is to say, unless they advertise that they pay interest on small current-account balances (which has more than once led to disaster) they say nothing but "Here we are: come and bank with us." Only they do not say it so arrestingly as that.

Now a bank does not live by taking care of customers' money, nor even by investing their deposits at a higher rate than it pays them. It lives by lending money to its customers—discounting their bills, authorizing them to overdraw and so forth. People in a big way of business know this. But thousands of small business men do not know that they could have an overdraft if they asked for it, and very often they couldn't. Banks here do not go after business with nearly the same vigor as banks in America, and consequently they not only miss many lucrative opportunities to lend money, but also hamper trade. I read in *PRINTERS' INK*, New York, of a manufacturer who applied to his banker for additional working capital, presenting many reasons for believing that he was safe, and got the money: but only after the bank had "urged certain changes in policy and management that seemed essential to its future success."

Think of it! Imagine an English bank (I have heard that Scotch banks are more progressive) "analyzing" (I continue to quote *PRINTERS' INK*) the personnel, policy and organization of

a customer, and giving him valuable financial advice, while lending him money! But *PRINTERS' INK* is not satisfied with that, even. It says (and thereby illustrates the current American view of a banker's business):

"Any subject such as finding out what is happening in the mind of the buyer of the product would seem to many bankers theoretical and of little value. They think so often that it is unnecessary to inquire whether or not a manufacturer is selling his entire output to a list of three or four big customers or whether he is building up a good-will demand in the minds of an ever-increasing number of customers in all parts of the country. Yet, as has been proved during the last year, the policies which a firm employs in its sales and advertising often mean life or death. If the average banker is in earnest about making co-operation easier between himself and the progressive manufacturer, it is time for him to adopt a progressive attitude."

An English bank which would even go so far as all American banks, as a matter of routine, go, could enormously increase its business. And then it would have something to advertise.

Stewart-Warner Has Good Half-Year

The Stewart-Warner Speedometer Corporation, Chicago, reports profits of \$1,856,523 for the six months ended June 30, after expenses, Federal taxes and depreciation have been deducted. This compares with profits of \$652,873 for the corresponding period of 1921.

"Fuel Oil" Appointments

K. L. Bragdon has been made business manager and Raymond Shaw has been made advertising manager of *Fuel Oil*, which, as recently reported in *PRINTERS' INK*, is a new monthly publication of the Shaw Publishing Company, Galesburg, Ill.

"Arizona Republican" Appoints Representatives

The Williams, Lawrence & Cresmer Company, publishers' representatives of New York and Chicago, has been appointed national advertising representatives of the Phoenix, Ariz., *Arizona Republican*, effective September 1.

Why Sell Scales in a Wearing-Apparel Specialty Shop?

Lane Bryant & Company Tell Why They Found Selling and Advertising This New Line a Logical Thing to Do

LANE BRYANT & COMPANY are makers of ready-to-wear apparel for stout women, prospective mothers and babies. The company has in addition to its manufacturing plant, retail stores

a new feature to store service. "We looked into the scale market pretty thoroughly and finally selected both the Fairbanks Baby Scale and the Fairbanks Health Scale and we have placed them

on our main floor in charge of a competent nurse-saleswoman. There she tells mothers what their babies ought to weigh, explaining the importance of the daily use of a baby scale during infancy and going over the question of what adults ought to weigh, furnishing charts showing what each individual should weigh according to the latest scientific deductions.

"We felt that our natural clientele is such that we can sell a great many scales without much effort on our part and for these reasons the Adult (Health) Scales were added.

"We have noted in the last year a very extensive amount of advertising being done on 'what you ought to weigh,' as well as innumerable articles in newspapers and magazines on the subject of 'how to get thin or how to build up.' Concerns like Wallace and the Corrective Eating people have spent hundreds of thousands of dollars in promoting health courses on phonograph records and, all in all, there has been such a tremendous amount of money spent on this health subject that this alone seemed to warrant us in going into the health-scale matter, because it seemed to be building a natural market for such a product.

in New York, Detroit, Washington and San Francisco.

Recently the company has been running newspaper space featuring Fairbanks Baby Scales and Fairbanks Health Scales in a new department of its retail stores. The action is an excellent example of finding an extra product in which one's customers are interested and selling it as a means of increasing service given on the main line of business.

From long experience at the retail counter it became evident to the organization that its customers were all logical prospects for scales. The advertising manager thus explains the firm's decision to use scales as a means of adding

**Announcing the opening
of a new department**

**Fairbanks Baby Scale
Fairbanks Health Scale**



Fairbanks Baby Scale - Accurate in weight - Simple to use - Portable



Fairbanks Health Scale - Accurate in weight - Simple to use - Portable

Accurate Scales—the Safeguard of Health

Any doctor will tell you how important it is to the health of every member of the family to have an accurately accurate scale in your home and to use it accurately. The Fairbanks Health Scale (Fairbanks, Morse & Co., Chicago) is what for this purpose. It is compact and convenient, stands against the wall or occupies any convenient bathroom corner, has an easily read scale on a level with the eye; is attractive in appearance, finished in white enamel and nickel. And it is remarkably sensitive and exact.

The Fairbanks Baby Scale is equally reliable. It weighs to the quarter of an ounce, is finished in white enamel, with a large, convenient spring. Can be converted into a household scale or any scale.

Come in and let us show you these dependable scales

Lane Bryant

INCORPORATED IN
NEW YORK CITY

31 E. Center Street, Washington, D.C.

Street opposite - Indiana War - Machinery

ADVERTISING AN UNUSUAL OUTLET FOR SCALES

1ST IN SYRACUSE

In Daily Circulation Gain

February 50,379	May 52,180
March 50,457	June 52,795
April 51,082	July 54,825

August—Over 55,000
During First 15 Days

For The Syracuse POST-STANDARD

*Almost 20% More Now
Than The Circulation of Either of the
Other Syracuse Newspapers as Revealed
in The Last Published Reports*

Great building boom in Syracuse, including a new \$4,000,000 hotel; increased industrial activity and expansion; crops and animal products in the suburbs worth \$200,000,000—all of which provide the tremendous purchasing power awaiting the national manufacturer who orders his advertising campaign placed in THE SYRACUSE POST-STANDARD.

For Trade Facts Write Post-Standard, Syracuse, N. Y.

PAUL BLOCK, INC., Representative
New York Boston Chicago Detroit

"So far as the baby scale is concerned, almost every day we see articles on the care of children, the importance of weighing them daily, etc., and inasmuch as our clientele includes consumers of both classes of scales, we have added them both to our regular line.

"If we make a success of this matter in Chicago, as we have every evidence to believe we will, it is possible we will do the same thing in our other stores, although no definite plans have been made along this line at the present time.

"In conjunction with this new scale department is our Infants' and Maternity Sections, both under the personal supervision of a resident registered nurse, whose duty it is to help mothers and mothers-to-be to choose correct and suitable apparel for the new baby and to answer any question that may be perplexing to our patrons. Thus we have the unique distinction of having not one, but two, trained nurses on the premises looking after the welfare of our patrons. It is part of the service which has made the House of Lane Bryant famous everywhere."

What the Radio Industry Is and May Be

QUESTIONABLE promotions in the radio industry has led the New York Better Business Bureau to make a study of the present status and of the hopes for the future of that industry.

The bureau gives the following statements as the conclusions which it has made as a result of its study:

"While the future demand for radio supplies is expected to be considerable, following the summer season dullness, there is no indication that the demand will be abnormal. Dealers and jobbers have, in general, adequate stocks on hand and manufacturers already established have caught up with the demand. On dependable trade authority, it can be said that,

today, there is no shortage of radio apparatus for amateur use, and none is anticipated, because factories already in production will be able to fill orders promptly. Literally thousands of new companies have been incorporated, within the present year, to manufacture radio apparatus.

"No one can predict with any great degree of certainty the extent to which radio enthusiasm on the part of amateurs, or its uses in commerce, will stimulate and sustain demand for apparatus and parts. It is anticipated that progress will take place along broad lines in the distribution of educational and market information, —development depending largely on improvements in broadcasting and, to some extent, in receiving, apparatus. It appears that commercial use of radio will be limited, and of a kind which may supplement and extend, rather than compete with, as promoters of radio stock-jobbing schemes claim, the present public service of telegraph and telephone systems.

"The development of radio at present is in the hands of substantial business men who are interested in its sane progress. These men have their feet on the ground and are neglecting no opportunity to advance this new art and industry. Improvements are being made scientifically by trained men specializing in research work. It is possible that unattached inventors and professional promoters may, by chance, present opportunities of merit to small investors, but, in such event, the public should know that these enterprises are subject to much more than normal business hazards and risks."

New Accounts with Chicago Agency

Maxwell, McLaughlin & Company, Chicago advertising agency, have secured the account of the International Accountants Society, Chicago correspondence school. This agency is also handling the advertising of the Pennsylvania Salt Manufacturing Company, Chicago, for "Lewis' Lye" automobile and tractor cleaner.


You may have heard this one:
Three men with a wheel-
barrow were working around
a rock pile. A traveler passed.
"What are you fellows do-
ing?" he asked. "Breaking
rock," said one. "Earning five
dollars a day," another told
him. "Helping to build that
cathedral over there," the
third replied. Good, isn't it?



J. M. BUNDSCHO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

HERE TYPE CAN SERVE YOU



The Reilly Electrotype Co.

INCORPORATED

ANNOUNCE


that they have installed in their
Uptown and Downtown plants

The Hacker Test Press

for the Production of

PERFECT PRINTING PLATES

A super-accurate precision tool which
detects imperfections for the finisher to
remove before plates leave our premises.



The electrotyper's art has heretofore lacked any means for standardizing plates. There has been no way of knowing definitely what kind of plates are being produced in respect to a perfect printing plane. The electrotyper has had to depend on the skill of his finishers and has been without any standard by which to check the accuracy of their work.

The Hacker Test Press is a new machine to meet this situation. It is a proof press manufactured to a degree of accuracy never before achieved. It is really a measuring instrument and stands to an electrotyper as a micrometer does to a machinist—a tool to measure the accuracy of his product.

The polished ground cylinder on the testing press carries only .012" to .015" packing, thus giving a hard, unyielding, accurate impression. Proofs taken with this kind of impression, almost metal to metal, disclose every defect in a plate, whereas proofs taken on a cylinder press as commonly packed with .060" to .070" of paper on the cylinder will not show the high and low spots because such a packing is elastic enough to go down and print low spots and conceal the presence of both high and low spots.

A definite standard of comparison is provided with the Hacker Test Press—something which has heretofore been entirely lacking. The electrotyper can fix his own standards and he now has the means for adhering to them.

Infinitely superior plates are produced with the use of the Hacker Test Press. The results are simply astonishing. First impressions of such plates are level and true and require but a fraction of the usual makeready.

A Phone Call will bring a representative to explain what we are doing to supply Perfect Printing Plates.

REILLY ELECTROTYPE COMPANY, Inc.

Main Office
209 West 38th St.

NEW YORK CITY

Downtown Branch
4th and Lafayette Sts.

Electrotypes—Stereotypes—Matrices

Nickel Steel and Lead Moulds

TELEPHONE FITZROY 0840



Do You Know How Many Bushels of Wheat Kansas Will Produce This Year?

ESTIMATED
OVER

117,000,000 BUSHEL

Over 117,000,000 bushels of the finest wheat in the world has just been harvested in Kansas. This magnificent crop is being converted into dollars that are already pouring into our trade channels at Wichita.

This wheat wealth, together with the oil wealth in this territory, awaits your advertising response.

This County (Sedgwick) leads in being the richest, pays the most taxes, has the most automobiles—and they all read *The Beacon*, the only evening paper published in Wichita.

The local advertiser prefers *The Beacon*—why not the National advertiser?

Ten cents a line.

The Wichita Beacon

HENRY J. ALLEN, *Editor*

Wichita's Fastest Growing Newspaper

Representatives

E. Katz Special Advertising Agency

New York

Chicago

Atlanta

Kansas City

San Francisco

Making Autoists Better Drivers through Advertising

How The Timken Roller Bearing Co. Advertises Its Roller Bearings by
Preaching Better Driving

By Roland Cole

IN its national campaign this year, The Timken Roller Bearing Company, of Canton, O., is using a series of advertisements designed to teach owners and drivers of automobiles how to drive.

The Timken company, as most everybody knows, does not make complete cars, but bearings only. In others words, the company's product is of no use whatever of itself; it becomes valuable only when incorporated in another manufacturer's product. That the Timken company, whose material interest in the completed automobile is confined to the bearings, should undertake an educational, or an "instructional" campaign, to the general public on automobile driving is as interesting as the instruction it has selected to impart.

There are a number of minor sins of omission in present-day selling and chief among them is failure to show the buyer how to use the product to the best advantage. Manufacturers assume that everybody knows—that the public will study things out for itself—that a woman will buy a washing machine or a man will buy an automatic pistol, a cream separator or a safety razor, and acquire a correct use of it through possession and daily association.

The chief difficulty is the customer. It irks him to study the product, or even to think that study is necessary. When a man who has never driven or owned an automobile decides to buy a car he never questions his own ability to master its mechanical intricacies. His friends, who know no more about machinery than he does, drive cars. If they can do it, he will be able to. So he buys a car. The seller shows him how to handle it by teaching him to go

through with a series of motions that set the car going. Another set of motions brings the car to a stop. When the purchaser has acquired some little practice at making these two sets of motions, he is impatient to be off and nothing can hold him.

In course of time the car owner grows into a better knowledge of his car. He tolerates a deficiency here and there because his knowledge is somewhat imperfect. This may have had no bad result except as it may lead the owner to decide on another make of car for his next purchase. Advertising of the right sort, reaching him at the right time, might have shown the car owner the things he did not know about his car and thus have given him a car that satisfied him wholly.

NEEDED EDUCATION IN THE ADVERTISING

The present campaign is noteworthy chiefly because the company has jumped over the heads of several manufacturers who are situated in positions much nearer to the buyer of the car and has assumed an educational campaign that will benefit others quite as much as it will benefit the Timken company.

The advertisements appear in a list of national, farm, automobile, agricultural implement, dairy and fruit-growers' publications. The space used is page size. One of the first advertisements is entitled "Are Women Better Drivers Than Men?" An illustration of two cars, one being driven by a woman, the other by a man, surmounts the copy, which cleverly gets over the story of how to operate a car in the best way and makes no attempt to answer the question asked in the caption. Away down at the bottom of the

advertisement in a space all by itself is a quoted paragraph signed by C. N. Sparks, former safety director of Akron, O., which says: "During the years I have studied traffic operation I have always found that women are more careful drivers than men; take more pride in their driving; are as efficient in emergencies; and as a consequence have less accidents attributable to them."

What has the question, "Are women better drivers than men?" got to do with Timken bearings? Where does the Timken company expect to do itself much good with an advertisement that talks a great deal more about good driving than it does about good bearings? The copy contains 290 words and runs off 200 of them before making the first reference to Timken bearings. It reasons that the woman who knows what goes on in the engine, how power is generated and delivered to the driving mechanism of the car, is a better driver than a woman who knows nothing of such things. A good driver, it goes on to say, must have confidence in the vital parts of the machine and nothing so makes that kind of confidence as the knowledge of Timken Roller Bearings. Therefore the driver of the Timken-equipped automobile is a more confident driver.

Perhaps the most interesting advertisement in the series both for "copy" and attention-getting value of the layout is the one entitled "Can You Park?" A line of cars standing along a curb is illustrated. Beneath this, in the left margin of the layout, is a group of three diagrams showing "an easily learned method of proper parking in a limited space."

The first one of these little diagrams shows the "first position"—

how the car to be parked is stopped parallel to the curb alongside of the car behind which the open space is located. The second diagram shows how the car is backed into the parking space by first turning the front wheels sharply toward the curb and when half way in, turning them hard over to

Can You Park?

Can you slip easily into a small slipping at the curb?
Or does parking your car mean third arms, scratched fenders, torn cushions, scraped tires?
Does your steering mechanism respond obediently to your hand—quickly and accurately?
Or does the dread of pulling off, bump, scrape—and run—then colliding with some auto as you start to clear wheels—so they shudder?

Parking is a part of auto-driving. And it should be mastered and mastered just as each important operation in gear-driving, shifting, steering and braking.

Does the method in learning parking become almost a matter of "non-steering"?
Automatic, unconscious, instantly-remembered steering—is a secret, "non-steering"—is a given in these cars with Timken Tapered Roller Bearings in the steering drive.

For many years the majority of big trucks have had Timken steering gears because such machines handle easier and safer.

The woman's car, also, must steer and park easily. Timken is the steering gear of all.

The Timken Roller Bearing Company
CANTON, OHIO

TIMKEN

Tapered

ROLLER BEARINGS

COPY THAT GETS ATTENTION

the left. The third diagram shows the car properly placed and a caption explains how the whole thing is done in one backward movement.

Another advertisement is entitled "Are You a 'Nice-Steerer'?" Perhaps this piece of copy will illustrate better than the others how the company makes its point about the bearings. A design across the top shows a number of cars in practically every steering situation referred to in the copy—country roads and city streets, narrow bridges, sharp curves and steep grades. The copy reads:

"Can you park your car—quickly and comfortably?"

"Can you safely judge steering distances by inches?"

The
ADVERTISING DIRECTOR
of the
NEW ORLEANS STATES



WILL BE IN CHICAGO

For eight or ten days beginning August 27th, at the offices of John M. Branham Company, Mallers Building.

WILL BE IN NEW YORK

on or about September 6th, at the offices of S. C. Beckwith Special Agency in the World Building.

WITH INFORMATION VALUABLE TO
 EVERY ADVERTISER CONTEMPLAT-
 ING A SOUTHERN SALES CAMPAIGN

NEW ORLEANS STATES

Every Afternoon and Sunday Morning

Established 1879

ROBERT EWING, Publisher

Representatives: S. C. BECKWITH SPECIAL AGENCY, World Bldg., New York
 JOHN M. BRANHAM COMPANY, Mallers Bldg., Chicago

"Can you avoid small holes and bumps without wearing yourself out?"

"Can you 'ride the crests' of rutted country roads?"

"Can you drive in and out of traffic lanes, past street cars, around trucks, through 'jams' with ease and safety?"

"Are you a 'nice-steerer'?"

"Does a 'twist of the wrist' suffice to put your wheels 'hard over'—or must you tug and yank?"

"'Nice-steering' means putting your car where it should be with the least time and effort wasted."

"'Nice-steering' means (1) properly inflated tires, (2) properly lubricated and properly adjusted steering gear and (3) Timken Tapered Roller Bearings in the steering pivots."

"Hard steering is dangerous. Foresight in the purchase of a new car will eliminate it."

"Trucks, which must steer easily and accurately, have been equipped with Timkens in the steering pivots for years."

"The taxicabs of the Yellow Cab Company of Chicago, whose drivers are known everywhere for their driving skill, their 'nice-steering,' also have Timkens in the steering pivots."

"Every driver, man or woman, can be a 'nice-steerer.'"

"Timkens in the steering pivots provide that ease of handling that makes parking easy, keeps you out of small ruts, 'on the crests,' in your place in traffic—with effortless comfort."

In the left margin a photograph shows the reader how best to hold the steering wheel and quotes a well-known transcontinental driver.

Every advertisement contains an enlarged cut of a Timken bearing and the words "Timken Tapered Roller Bearings" very prominently displayed.

That the campaign is attracting wide attention is evidenced by the fact that the company received a score of telegrams and several hundred letters from car and parts manufacturers asking for permission to reprint the advertisement, "Can You Park" during the week

in which that advertisement was published.

Brunswick Builds Good-Will in Golfers' Ranks

The hand that swings a masher will dig deep to buy the products of the manufacturer who mixes a bit of sportsmanship with business. On such a premise The Brunswick-Balke-Collender Company is basing its plans to build a bigger market for its phonographs, records and other products among golfers.

"Chick" Evans, veteran and winner of many tournaments, has made a set of ten lessons in golf on Brunswick phonograph records. The Brunswick Company is marketing these, using double spreads in golfing publications.

Neither Evans nor The Brunswick-Balke-Collender Company will receive any profit from the sale of these lesson-records. All of the net proceeds will go toward a fund to establish an annual championship golf tournament for caddies, with college scholarships for prizes. P. L. Deutsch, manager of the phonograph department of the Brunswick Company, has worked out a plan for distribution by which the caddies at various golf clubs will solicit orders for the records. These are turned over to local dealers who, with the caddies, receive a commission for their part in the transaction.

Although the Brunswick Company derives no immediate financial benefit from the plan, it, of course, expects that the name of Brunswick will be put before golfers the nation over more forcefully than ever. Indirectly this wider knowledge of the company as an institution is bound to have a favorable effect on sales, the Brunswick people feel.

Will Market Tobacco Co-operatively in Connecticut

Arrangements are complete for the election of a board of directors and actual formation of the Connecticut Valley Tobacco Growers' Association with headquarters at Hartford, Conn., for the co-operative marketing of the tobacco grown by members.

More than 23,000 acres in Connecticut, Massachusetts, Vermont and New Hampshire have been signed up under a five-year contract under direction of J. W. Alsop, chairman of the State Public Utilities Commission. This represents 75 per cent of the tobacco acreage in each territory which has members of the organization.

R. L. Flanders with Funk & Wagnalls Company

R. L. Flanders, who has been with the circulation department of the Curtis Publishing Company, Philadelphia, since 1909, and manager of its sales division since 1918; has recently joined the staff of Funk & Wagnalls Company, New York, as circulation director of the *Literary Digest*.

What Is Current Opinion?

An Editorial by Dr. Frank Crane

CURRENT OPINION is the magazine that gives you the Current of Opinion. It is exactly what its name implies.

It is the magazine for the busy man who wants to keep abreast of the world's best thought, but has not time to wade through the sea of newspapers and magazines.

It is the magazine for the busy woman who wants to be intelligently up to date.

Current Opinion is the magazine that skims the cream of all the magazines.

We are living in the most wonderful age of history. Many people despair of keeping step with the world's progress because it is so varied, so changing and so widespread. Current Opinion is the magazine that gives to those people the whole story in a readable and attractive form.

Current Opinion is a magazine designed for the average American. The average American wants to be intelligent and up to date. He is shrewd and keen and does not want to be fed upon hokum or bunkum. He wants facts and feeling. He wants sincere, honest and unaffected opinions. He does not want to be dictated to, but he is eager for suggestions. Current Opinion aims to be suggestive, and it aims to be understood.

The first business of writing is that it shall be plain. This does not mean that it is childish or platitudinous. But it does mean that when a writer understands a thing sufficiently well he ought to be able to make it clear to the person of ordinary intelligence. Current Opinion aims to use good, terse, vigorous English and to use this only for the purpose of getting across ideas that are worth while.

One of the principles of Current Opinion is that it shall be wholly constructive. It does not knock anything nor anybody. It has no time nor disposition for attacks, exposures, muckraking, denunciations.

If you will glance through a copy of Current Opinion you will find that it can be roughly divided into nine sections as follows:

- | | |
|--------------------------------|------------------------------------|
| 1. Editorial | 6. The Story |
| 2. Persons | 7. Education, Religion and Science |
| 3. Modern Business and Finance | 8. Poetry |
| 4. Books | 9. Fun |
| 5. The Play | |

What Is Current Opinion?

1. Editorial. The purpose of the editorials is to inform the reader in regard to the general questions which are in the front of today.

It does not do this by merely quoting a lot of other people's opinions and amassing a lot of data and leaving it to the reader to form his own judgment. It digests and clarifies the subject and presents a definite conclusion in each case for the reader's consideration.

That is, it not only furnishes the material from which you can form an opinion, but it assists you to form your opinion.

It is not a mere scrap-book. It is interpretive. Naturally, the views of Current Opinion are personal, because every opinion is personal. But the effort is to make them sane and judicial. It approaches no question as an advocate, but takes up all questions as a judge and with a judicial mind.

2. Persons. Each month Current Opinion presents a characterization of the persons in the foreground of contemporary activities. Carlyle said that all history is biography and perhaps the best idea of the trend of modern times can be gathered by the knowledge of its most conspicuous personalities.

3. Modern Business and Finance. The United States is first of all a business nation. Current Opinion scans the field each month and reports the significant achievements and the most prominent personalities in the business and financial world.

4. Books. Current Opinion's book reviews are not for the purpose of showing how fine a review we can write. The object is not to have you admire our review; it is to tell you something about the book in question. Hence we aim to give you some idea of the nature of the book, some samples of its contents, and generally to make you acquainted with it.

It is the rule of Current Opinion to review no book which we cannot recommend that the reader should buy and own. We do not review books we do not like. People read book reviews to find out what sort of books to buy and not what sort of books not to buy.

In each number some one outstanding book is reviewed which we particularly recommend. The reader, therefore, by following the advice of Current Opinion, can accumulate a library which is worth while and up to date.

5. The Play. Each month that play which in our opinion is the most worth while is quite fully reprinted, illustrated and commented

An Editorial by Dr. Frank Crane

upon. The reader can therefore depend upon getting some idea of the best productions of the modern drama.

6. **The Story.** Each month a short story is reprinted. This story is supplied to us by the O. Henry Memorial Committee and is one of the best modern fiction.

7. A considerable part of the pages of Current Opinion each month is devoted to the most important news, discoveries and significant ideas in the fields of science, of religion and of education. These themes are selected after a careful perusal of the field of current literature.

8. **Poetry.** The department of poetry of Current Opinion stands well in the opinion of the literary world. We aim to make it one of the best anthologies of contemporary poetry.

9. **Fun.** Humor is a considerable American product. By the processes of competition and elimination there are certain outstanding humorists. It is the purpose of Current Opinion to cull for its readers the best efforts of these wits in our "Colyumists' Colyums."

Those who prepare this magazine wish it to be such a one as the intelligent woman can keep at hand and read through, such a one as the business man can have upon his desk and dip into in his hour of leisure, such a one as can lie upon the library table and be read and discussed by the entire family.

These are our aims. We shall make every effort to produce a magazine that shall be actually useful to the average American, shall be attractive and, as near as possible, indispensable.

Frank Crane

RAYMOND BABCOCK, Advertising Manager
50 West 47th Street, New York

JOHN MacARTHUR, Western Representative
Standard Trust Building, Chicago

Will They Exchange It For Your Goods?

**\$503,960,000 More Than
Last Year for Grain Alone
for Farmers of the N. W.
—Readers of THE FARMER**

FARMERS of Minnesota,
North Dakota and South Da-
kota will have \$503,960,000
more this year than last for grain alone.

(See Babson's Sellers' Bulletin M276.)

Will they exchange it for your goods?

THE FARMER with
the largest circula-
tion and constant
dealer contact, can
help you to sell your
share.

THE FARMER

The Northwest's Weekly Farm Paper

ST. PAUL, MINN.

Member Standard Farm Papers

Wallace C. Richardson, Inc.

95 Madison Ave.

New York

Standard Farm Papers, Inc.

1109 Transportation Bldg.

Chicago



Tool Maker Goes to American Household as a Market Nearly Untouched

Nicholson File Co. Shows Ways of Using Some of the 6,000 Kinds of Files It Manufactures

By J. E. Bullard

THE saturation point in the market for any product seems to be largely a state of mind. When a concern is satisfied that it is already selling to all the people to which it can expect to sell, when it is convinced that no more new uses or new users can be found, then so far as that concern is concerned it may be saturation. On the other hand there are concerns that are always prospecting for new markets and are always educating new users. For such concerns there is practically no saturation point.

The Nicholson File Company, Providence, R. I., believes in following the latter course. It has continued to develop new markets until today the name Nicholson stamped on the tang of a file has become familiar to file users in all parts of the world.

In the past, however, files have been sold very largely as a technical product and to technical users. They have been sold to industries where their use is a necessity. They have been used by people who have been trained to use them.

Yet there is no tool aside from a hammer and a screw driver for which the average man can find more uses than he can for a file. But he must be taught these uses. Perhaps the average person who has had no mechanical training knows less about files than he does about any other tool. And the Nicholson File Company has 6,000 different kinds of files to talk about.

The company has begun to educate these average people. It is teaching the motorists the value of having in the tool kit the files that are made especially to brighten up

the contact points on the electrical systems. It is teaching the householder what it means to have a collection of the right kind of files in the home.

Every householder will find use for a number of different files. While making the investigation for the campaign of education one householder was found who had forty different files in his tool chest. He was a file enthusiast.

THE HOME MARKET IS A BIG ONE

It is apparent that if the average man can be taught the value and the use of files, a worthwhile and hitherto neglected market can be created. Taking the population of the United States as 105,000,000, and four and one half persons as the average family, we find that in round numbers there are 23,000,000 families in the United States. This means a potential market of no mean proportions. In addition to this are the 10,000,000 motor vehicles, the tool kit of each of which should be equipped with one or more files.

To reach this market and to cultivate it, the Nicholson company is conducting an extensive educational campaign. The advertising is being run in large newspapers in industrial centres throughout the country.

It is consumer advertising. The people brought to the buying point through this campaign will do their purchasing from the local hardware dealer. In preparing the copy, due regard has been given to the interests of the dealer.

All of it is not concentrated upon the non-user. Some of it is directed to the machinist who is using files and to the owners of

small machine shops. An effort is made to impress upon them the quality of Nicholson files.

In the automotive field, there is the man who runs a garage, the man who repairs cars, the chauffeur and the car owner. All these people need files. They are present or prospective customers of the dealer. Some of the copy teaches them the value of and how to use Nicholson files.

The householder is given a special course of instruction in the use of files. Of all the four classes it is assumed that he probably knows least about files. Yet he has many uses for them and the copy shows him just what some of these uses are and the kind and size of file to buy for each use.

To reach all these people, three different types of copy are used—professional, automotive and householder. In the professional series, the quality of the file is emphasized. In the automotive series, the Nicholson Tungsten point and the Nicholson Superior platinum point files are featured. The dealers are told why these special files are needed and the advantages of having them in the tool kit.

In the household series, the reader is shown various uses for files around the house. There are garden tools to sharpen, saws to file, door hinges that need the creak removed, door latches to keep in latching condition, hatchets to sharpen, warped furnace doors to true up, carving knives to give a keener edge, keys to fit, lawn mowers to sharpen, and window catches that need attention. The same file will not serve equally well for all these purposes. Each

advertisement in this class, therefore states that there is a file for every purpose and tells exactly what file to use when doing the job suggested in the advertisement.

There are forty-two advertisements in the campaign. The size of the space varies from two columns, five inches deep to three columns, seven inches deep.

A window card thirteen by sixteen inches, a hanger five by twelve inches and a counter stand eleven by fourteen inches are supplied to the dealer. These are printed in three colors and are small enough to enable the dealer to use them without in any way interfering with his other displays.

A four-page

two-color folder is supplied to the dealer in quantity.

At the beginning of the campaign broadsides were mailed to the dealers. These showed in a general way the advertising to be done and explained the campaign. Later the cards and hangers, and a book of proofs showing the copy just as it is to be run were mailed.

The electros supplied the dealers for their own use are exactly the same as the regular newspaper advertisements used by the company except that the space carrying the manufacturer's name and address is mortised out to carry the dealer's name and address and the manufacturer's name appears in smaller type. In other words these electros are designed to advertise the dealer at least to the same degree that they advertise the manufacturer.

From the very start the campaign created more interest among the dealers than was expected.



HOUSEHOLD USES ARE BEING DEVELOPED BY THE ADVERTISING

1922

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597 Fifth Ave.
New York
August 7, 1922.

Johnson Products Co.
Box 200, Cleveland, O.

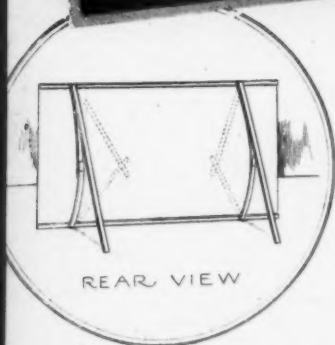
Gentlemen,

I will make more than five
thousand nine hundred sales-calls for
you every month in the forty-eight states
of our United States and in Canada
and in Mexico and in Spain and in
Japan and in China and so on and
on. I will make more sales-calls
for you every month than anybody
else will, and I will get in to sell
the "yes" and "no" man for you.

Yours for better business,

Architecture

Ref. Address me of Charles Scribner's Sons
597 Fifth Ave.
New York.



The MOORE Collapsible Window Display

Patented Sept. 13th, 1904. Other patents pending.

THE great forward step in Window Displays
Does away with the big packing, shipping

ABSOLUTELY FOOLPROOF
Falls into position upon opening

THE EVEREADY display shown above is five feet long by 3 feet 4 inches high, can be packed and shipped parcel post from New York to Boston for 12c. The old style display same size would cost at least 60c. for container and shipping.

Indestructible through ordinary use, being lithographed on specially prepared muslin.

A display can be made in Chicago old style for about 60c.

Any display is ordinary.

Send for further information, sample

THE T. F. MOORE

ORIGINATORS AND MANUFACTURERS

WINDOW DISPLAY AND STORAGE

Office: 19 West 44th Street

Its newness and extreme simplicity interests the dealer.

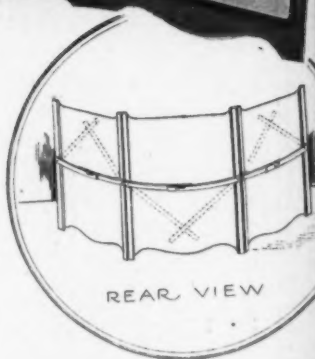


MOORE Window Display

36th, 1937. Other patents pending.

up in Window Display advertising.
packing, shipping and storage costs.

ELY FOOL-PROOF
position upon unrolling



feet
and
for
at

A display similar to the U. S. Tire 3 panel display, can be packed and shipped from New York to Chicago at a cost not to exceed 17c., whereas the old style display for packing and shipping would cost about 65c.

ing
lin.

Any design from the finest painting to an ordinary half-tone can be faithfully reproduced.

information, samples and prices to

MOORE COMPANY

RS AND MANUFACTURERS

Y and STORE ADVERTISING

New York City

Over 200,000
already sold.

FIFTY-FIFTY

In August, thousands of merchants and buyers visited the market. They looked over many lines and bought considerable merchandise.

But—the great selling month is September. There's a reason why a hundred thousand salesmen with a half million trunks start out Labor Day evening.

So—in September we will take the market to the merchant.

The September 16th issue of the Dry Goods Economist will carry the combined presentations of manufacturers of many lines presented in pictorial form, described and priced—a veritable combination de luxe catalogue of the market's best values put up in the way the merchant *wants* it. The merchant's job is to buy and sell merchandise. The advertising pages of this issue are going to help *his* buying and the advertisers' selling.

This Market Visualization is going into the hands of more than 15,000 of America's leading merchants and buyers.

Adapt your advertising to the "catalogue" idea—definite illustrations of merchandise with detailed description and price.

Advertising forms close Saturday, September 9th.

Dry Goods Economist
239 West 39th Street
New York City



This interest, however, was at least partly due to a good-will campaign the company ran in the trade papers during 1921. This trade-paper campaign advertised the cities in which the present campaign is being run as much as it did the Nicholson File Company. To the dealers, the jobbers and the large users calendars were mailed upon which they found a reproduction of the trade-paper advertisement that advertised their city.

This trade-paper advertising helped to teach the jobber and the dealer and to impress upon their memories that the Nicholson File Company, is ready to do what it can to help them increase their sales. As a result they are giving the heartiest co-operation now.

There is another point about this campaign which perhaps makes it appeal with special force to the hardware dealer. Though the campaign is primarily for the purpose of teaching the householder and the present non-user of files to use them, copy is also used to appeal to all of the dealer's present customers in the trade that use files as a part of their equipment.

July Auto Production Record

Shipping reports to the National Automobile Chamber of Commerce indicate that automobile and truck production for July was 246,600 vehicles, only 14 per cent under the previous month's output. This production is 20 per cent better than July, 1920, the best previous July, and 39 per cent over July of last year.

Made Sales Manager of Tryon Knitting Mills

The Tryon Knitting Mills, Amsterdam, N. Y., have appointed John T. Gaynor as sales manager. Mr. Gaynor, for about twelve years, was with the United Shirt & Collar Company, Troy, N. Y., and has been manager of its Detroit office for the last six years.

Mrs. Christine Fredericks with "Farm and Home"

Farm and Home, Springfield, Mass., has appointed Mrs. Christine Fredericks as director of its testing station for household equipment. Mrs. Fredericks was formerly with *The Ladies' Home Journal*, and is the author of several books on household matters.

Advertising Contests Are Hard on Public Libraries

LOS ANGELES PUBLIC LIBRARY
Los Angeles, Cal., August 8, 1922.

Editor of PRINTERS' INK:

Much advertising is like a double-edged knife, cutting in two ways. We recently have had the reference librarian bring to our attention the effect of several national contests which have been running in the newspapers and other mediums.

Now, from an advertising standpoint, undoubtedly contests are a great thing. They stimulate workers, and the interest created brings in new inquiries, thus customers are developed. On the other hand, few would suspect what a strange reaction these contests have upon the reference department of a public library.

We have recently had experience with several contests where the number of entrants has been so great that we have been obliged to reserve important reference books like gazetteers, encyclopedias, atlases, dictionaries, and similar works, a week in advance for one hour's use. The various contestants working to win the contests, have crowded into this department in great numbers, so that the ordinary readers and regular cardholders of our library, have been unable to get the use of these books. It has been impossible for the reference work to go along smoothly, and what is worse, at the end of a week or so of this hectic use of these valuable books by those entering the contests, we have found books in such bad shape that we have been obliged to replace them.

When one considers that this means rapid replacement at high figures, the problem from the library angle becomes a serious one. Should we be thankful that many people are brought to us who might not otherwise come to the library, or should contests be more restricted, or along such lines that workers would not feel it their right to demand public library service in their private efforts to win out?

GUY E. MARION,
Assistant Librarian.

Cotton Carry-over Decreased

The Department of Commerce reports the carry-over of cotton in the United States on August 1 was 2,828,186 bales, which compares with 6,534,360 for the same date in 1921. Consumption for the year ended August 31 was 5,911,914 bales, as against 4,892,672 for 1921. Based on the average consumption of the past twelve months, mill stocks will meet the consumptive requirements of the domestic mills for the next ten weeks.

Philadelphia Investment House Appoints Agency

Stroud & Company, Inc., investment bankers, Philadelphia, have placed their advertising in the hands of the John Clark Sims Company, Ltd., also of that city.

Why Some Printed Matter Is Non-Deliverable

TO ascertain to what extent faulty addressing is responsible for non-delivery of printed matter in foreign mails the Post Office Department recently made a survey of outgoing printed matter passing through the foreign-mail section of the New York Post Office. The Department of Commerce has given the following report on the findings:

"The survey proved the frequent occurrence on printed matter of addresses so carelessly written as to be absolutely illegible. There are two serious features of the situation—first, the most frequent offenders are not the small business concerns but the large manufacturing and exporting corporations and even the specialists in commercial efficiency; second, some automatic addressing machines seem to be so carelessly operated that the resulting printed addresses are almost, if not entirely, illegible.

"The indistinct or illegible addresses made by automatic machines seem to be due to one of the following causes: (a) Ink insufficient to make a clear, lasting impression; (b) stencils so cut as to leave parts of letters joined together by a strip of material, apparently to protect the stencil against damage in handling, with a consequent frequent blurring of the impression; (c) addresses written at an angle, or containing an unusual number of letters, or improperly spaced, resulting in missing letters and incomplete words.

"This statement is not intended as in any sense a criticism of addressing machines or an argument against their employment. Their service has proved their efficiency and economy beyond question. They are, however, not proof against careless handling and, like every other mechanical device, require a certain amount of care on the part of the operator in order to do absolutely reliable work.

"A prominent corporation selling a commercial news service makes it a practice to add to the address two or three lines of filing marks or record marks. These marks, in the same type as the address, are spaced the same way, and appear in the place where one would naturally look for the name of the city or country. If this practice bothers American postal clerks, what must be its effect on a foreigner?

"A mail package addressed to a city as large as Frankfurt-on-the-Main, without any more detailed direction, is surely destined to delay; and one addressed to 'Cuba Jamaica Haiti' or to 'Azores, Brazil' is fortunate if it ever gets on the right route. The practice of splitting the name of a country into two lines or using an abbreviation that is not generally employed will invariably make trouble. It is well to consider that defective addresses are much more serious in foreign mails than in domestic service, since in many foreign countries postal employees are poorly paid and much overworked. In times of mail congestion additional help is rarely available, and an address in a foreign language is sufficiently difficult to decipher without adding unusual marks, arbitrary abbreviations, or careless directions."

Would Put Selling Tactics in Political Campaign

The abolition of knocking and the introduction of constructive salesmanship into politics is urged by H. S. Morrison, of Auburn, R. I., himself a salesman, in a recent statement.

"Can you tell me why politicians spend so much time knocking opponents?" he demands. "In my profession, selling, we know that every knock is a boost. We never knock. If a competitor knocks, we know he is helping us and we encourage him to talk. We do not care much what he says if he but talks.

"If politicians would inject some selling ethics into their work of selling themselves to the voters, some of us might be tempted to cast our first vote out of pure admiration."

I. Dorfman, formerly assistant Eastern manager of Lord & Thomas, has been appointed advertising manager of L. W. Sweet, Inc., New York, manufacturing jewelers.

Now is the time to sell Furniture, Furnishings and Electrical Goods in Richmond!

"Better Homes Exhibits," launched by the
Dispatch Papers, fertilize rich field.

for instance:

The largest furniture stores and electrical
dealers in Richmond
report an increase in sales
of 39% for the first
seventeen days of
August, compared with
the same period last
year.



1921
Sales



1922
Sales

The "Better Homes Exhibits" have
awakened a rich market.

The Service Department of the Dispatch Papers will
furnish you with any information you may wish about the
Richmond market, and will give your selling plan the
assistance that only a broad-minded, energetic newspaper
can give.

Richmond is ready to buy. What have you to sell?

The Dispatch Papers

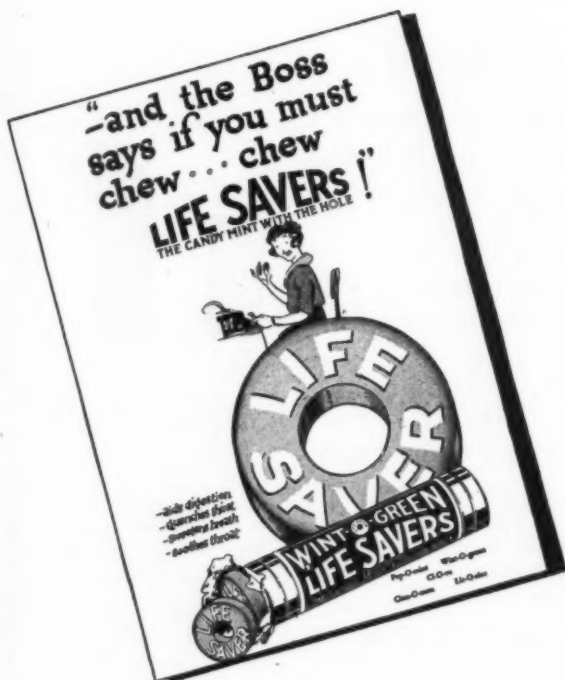
THE TIMES-DISPATCH THE EVENING DISPATCH
Richmond, Va.

STORY, BROOKS & FINLEY—New York—Philadelphia—Chicago

Richmond, Va.

Use The Dispatch Papers (M&E)

Mint Products Read the "Hole" of Printers' Ink



Recent articles describing the advertising and sales activities of Mint Products appeared in these issues of **PRINTERS' INK**: "They Had to Create 17 New Markets

for Their Product" (Monthly), Dec., 1920; "Intensive Effort Makes Last Six Months of 1921 Best in Company's History" (Weekly), Jan. 19, 1922.

The following officials of Mint Products Company are readers of either Printers' Ink or Printers' Ink Monthly, or both, as indicated:*

Name	Title	Weekly	Monthly
E. J. Noble	President	Yes	Yes
J. Roy Allen	Vice President	"	"
L. E. Schleber	General Manager	"	"
R. P. Noble	Secretary	"	"
M. B. Bates	Advertising Manager	"	"

* Information furnished by
The Mint Products Company.

THE PRINTERS' INK PUBLICATIONS

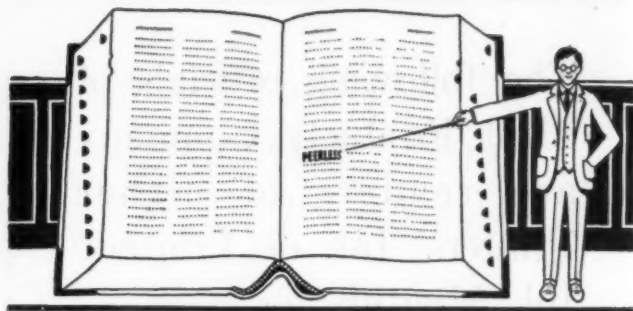
PRINTERS' INK

The Weekly Journal of Advertising
Established 1888 by GEORGE P. ROWELL

PRINTERS' INK MONTHLY

An Illustrated Magazine of Advertising, Sales and Marketing

185 Madison Avenue, Corner of 34th Street, New York



As Mr. Webster Puts It

"Having no peer or equal" is Websterian for "peerless". We call O'Flaherty's Mats "Peerless" for just that reason; they have no equal. That's an assertion; for proof we can refer you to some of the foremost, and consequently most fastidious, advertisers in this country.



O'FLAHERTY

Electrotypers Stereotypers Photoengravers

MAKERS OF PEERLESS MATS

225 West 39th Street
New York

Advertising Puts Whole Town behind One Industry

Republic Rubber Company Gets Stockholders and the General Public to Help Make Sales for It

By Roy Dickinson

FOR many years the Republic Rubber Company of Youngstown, O., was a persistent advertiser of Republic tires. But during the period of financial depression the company was thrown into the hands of a receiver. The receiver appointed was C. H. Booth, a retired business man of Youngstown, well and favorably known to his neighbors as a man who was both conservative and aggressive. More than 8,000 stockholders, a great many of them citizens of Youngstown and vicinity, turned to him as the man to pull the company out of its difficulties, and once more make it a paying proposition.

Within a period of more than a year, during which he had been receiver, Mr. Booth had gradually prepared the company once more to take its place among the producing industries of Youngstown. He secured a personnel of men well known in the industry, among whom were E. H. Fitch and J. H. Connors, formerly associated with well-known tire corporations.

The necessary inside work was, of necessity, done quietly and with little show. The question arose of deciding what could be done in a dramatic way to show that the Republic Rubber Company was again to take its place among the industries whose payroll would make Youngstown prosperous. What could be done to make every stockholder go around boosting the company and its new prospects, so that he would become in effect a sales missionary?

Before the company went out again to take its place among national advertisers, was it not logical first to obtain recognition in its own home town and to get that home town back of it? As it looked to the men responsible for the plan here described, every time

a citizen bought a Republic product he would be helping to keep a Youngstown man employed. If he bought a complete set of tires he would, in addition to getting a home-town product, have contributed the equivalent of a day's work to one man. This man, in turn, had a family which would spend his pay right in the city.

There was considerable unemployment in and around Youngstown at the time and it was evident that if one of the old industries could be put back running full time, the general buying power of the whole city would be increased by the additional new wages. If it was a fixed policy of the company to employ Youngstown people there was an added reason for starting to call attention to what the reorganization was accomplishing. It was decided, therefore, to hold a Republic Rubber Company Week in Youngstown.

MAYOR OLES EXTENDS HELP

The aid of George Oles, the famous Mayor of Youngstown, since retired, was enlisted, and the first gun of the campaign was his proclamation calling to the attention of the citizens, the fact that the Republic company was making a home product and that if the citizens would go to the bat for it they would make positions for 1,000 idle men who were their neighbors. The letter was published broadcast and a direct-by-mail campaign was instituted directed to members of the Chamber of Commerce, Retail Merchants Board, lists of stockholders, list of dealers and others.

In each case the co-operation of the members of the various bodies was asked for, and they were urged to have faith and confidence in their home-town industry and to support it to the limit of their

Exporters Who Know

use the AMERICAN EXPORTER to build up their sales in foreign countries. This list includes some of the important manufacturers who signed advertising contracts last month for continuous space in the world's largest export journal.

Coast Tire & Rubber Co.

Oakland, Cal.

Egry Register Co.

Dayton, Ohio

S. W. Farber

Brooklyn, N. Y.

Peter Gerlach Co.

Indianapolis, Ind.

Keystone Driller Co.

Beaver Falls, Pa.

Madison Tire & Rubber Co.

Buffalo, N. Y.

Massillon-Cleveland-Akron Sign Co.

Massillon, Ohio

National Casket Co.

Long Island City, N. Y.

C. W. Parker

Leavenworth, Kansas

Penn Optical Co.

Reading, Pa.

L. S. Starrett Co.

Athol, Mass.

Toledo Mach. & Tool Co.

Toledo, Ohio

How about your advertising in the

AMERICAN EXPORTER

The World's Largest Export Journal—Now in Its Forty-sixth Year
370 SEVENTH AVENUE NEW YORK CITY

Even competitors were caught in the enthusiasm of the moment and did their part to help. One of them bought space to say "Congratulations! On the occasion of the celebration of Republic Rubber Week in Youngstown, we wish to congratulate the Republic Rubber Company, as a home industry, which should be encouraged and developed to the fullest extent, and we hope that it may continue to grow and prosper. While we believe that Oldfield Tires are the best made and the biggest buy for the money, still we want to see the Republic Rubber Company and its product succeed and thus help build Youngstown." This piece of newspaper copy was signed by the local distributor for Oldfield Tires.

Getting a whole city to boost the home-town product succeeded in starting the factory off with a rush. It is said that the increased sales during the week more than paid for the entire expense.

Thus a receiver, named with authority to wind up the affairs of the company if he so chose, was able to start the wheels again with real production. Business reverses instead of ending the career of an industry, have secured its neighbors' co-operation in its determination to take its place again as one of the big industries of the city.

The Post Office Never Fails Him!

MACON, GA., August 10, 1922.

The ways to obtain a mailing list are many and varied, but I'll wager my brown derby that you have never heard of this one.

The owner of a barbers' supply house in a Southern city heard that it *pays to advertise*, so he ordered a Rand-McNally map of the Southern States and set to work. At the same time he had a rubber stamp made with "City Barber Shop" on it.

Then he checked every town with a population of 200 and over.

When his envelopes are stamped and sealed, he rubber stamps them with the above. In pen and ink he puts in the town name.

And the funny part of it is, he never gets any of them back.

Who says the postal department is not efficient?

STEPHEN POPPER, JR.

Aetna Life Tells Agents to Get Class Circulation

"How much first-class circulation have you got?" ask the Aetna Life Insurance Company and its allied companies of their salesmen in a recent direct-mail campaign. The use of the language of the space buyer by an insurance company is significant and suggestive of the newly aroused interest in advertising which insurance men and companies are showing. Commenting on the advertising value of a well-known medium, the copy used in the direct-mail campaign says to the insurance agent, "An advertiser can, by employing its columns, put his sales story before the eyes of nearly three million readers who are worth while."

"You are an advertising—a sales medium, not a printed one, it is true, but your personality—your flesh and blood and mind—have any printed story beat a mile. And all you need to increase your profits is a bigger, more worthwhile, everyday circulation among carefully chosen prospects."

"Whatever your circulation, reflect that some of your messages will fall on stony ground, for everybody that sees the automobile or soap advertisement in the ———— doesn't buy, but because of its enormous distribution enough folks do dig down into their pockets to make it pay the advertiser an excellent profit. The question is, then, not how much circulation have you got, but is it high grade and how much can it be increased?"

Advertising Campaign for Driggs Motors

The Driggs Ordnance & Manufacturing Corporation, New York, plans an advertising campaign in newspapers and trade publications to advertise Driggs motor cars. This campaign will be directed by Groesbeck, Hearn & Hindle, Inc., New York advertising agency.

Appointed Publisher of Rochester "Sunday American"

E. C. Rogers, for many years director of advertising of the Washington, D. C., *Times*, and formerly business manager of the Washington *Herald*, has been made publisher of the Rochester, N. Y., *Sunday American*.

Kiwanis Clubs Honor G. B. Martin

G. B. Martin, president of the Farrar Advertising Company, Pittsburgh, has been made head of the committee on business standards and methods of the International Kiwanis Organization.

Leon L. Berkowitz has opened an office in Philadelphia. He will conduct a window-display advertising service. Mr. Berkowitz was formerly with the Rose Lithograph Company and Ad-Craft, Inc.

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Rose
Inc.

Maine Demanded an Outstanding Newspaper

Until the Press Herald began publication, Maine had no outstanding State of Maine Newspaper.

Such a paper must be published in Portland, it must be a morning paper and it must have adequate financial backing.

The Portland Press Herald is all this---and more.

It covers the territory in which live one-third of the people of Maine.

THE PRESS HERALD

Portland, Maine



Special Representatives

POWERS & STONE, Inc.

New York

Boston

Chicago

a million farm families find Co



This Department is conducted solely for the use of COMFORT sisters, whereby they may give expression to their ideas relative to the home and home surroundings, and to all matters pertaining to themselves and families; as well as opening a way for personal correspondence between each other.

Our object is to extend a helping hand to COMFORT subscribers; to become coworkers with all who seek friendship, encouragement, sympathy or assistance through the interchange of ideas.

Any abuse of this privilege, such as inviting correspondence for the purpose of offering an article for sale, or undertaking to charge a sum of money for ideas, recipes or information mentioned in any letter appearing in this department, if reported, will result in the offender being denied the use of these columns.

Do not ask us to publish letters requesting money contributions or donations of any sort. Much as we sympathize with the suffering and unfortunate, it is impossible to do this as we would be flooded with similar requests.

Please write only on one side of the paper, and recipes on a separate sheet.

Always give your correct and full name and address, very plainly written; otherwise your letter will receive no attention.

Address MRS. WHEELER WILKINSON, CARE COMFORT, AUGUSTA, MAINE.

ANYTHING pertaining to the home is always of interest and in the letters that follow are new ideas, and Pearl's dea-

yet time as these—and poor expensive Tell us h. —Ed.

DEAR MRS. Mother little paw —Enc.

No. 2
P. S. SERIES

VOL. XXXIV
No. 8

COMFORT

The Key to Happiness and Success
in over a Million and a Quarter Homes
Published at Augusta Maine

Comfort Sisters' Recipes

THERE comes a time in the early summer when the winter supply of vegetables is sadly diminished and only the humble potato remains over until the summer crop is ready for consumption. This isn't as would appear for there are so many ways of preparing potatoes, a few of which are below, that they do not become monotonous. Try these and see how you like them.—Ed.

BAKED HAM AND POTATOES.—Slice six or eight medium-sized potatoes into baking dish, sprinkle with a little pepper and add enough hot water to nearly cover. Over top of potatoes place one and a half pounds of ham, cover and cook three-quarters of an hour, turning ham when necessary.

POTATO SURPRISE.—To two cups of cold medium-sized potatoes, add one egg, salt and pepper to taste, form into small, flat cakes. On each cake put a mixture of cold meat, chopped fine, fold potato mixture on top and form into balls. Dip in eggs and crumbs and fry in deep, hot fat.

POTATO SOUFFLE.—Mix four cups of hot potatoes with one tablespoon melted butter, two tablespoons hot milk, one teaspoon salt, one-eighth teaspoon pepper, one-quarter teaspoon paprika and yolks of two eggs. Fold in the stiffly-beaten whites of two eggs, put into buttered baking dish, bake in water bath for one hour. Sprinkle with mixture puffs and is of brown color.—Manchester, N. H.

CREAMED POTATOES.—Heat one cup of milk, add one cup of butter and thicken with flour. Add pepper and salt to taste. Pour over cold boiled potatoes, cut into small pieces.

POTATOES AU GRATIN.—In a baking dish put alternate layers of sliced potatoes and layers of cheese. Dot the potatoes with butter and add salt and pepper before baking. Repeat until dish is nearly full. Pour milk to nearly cover the potatoes, and bake until crumbly. Sprinkle with cracker-crumbs mixed with melted butter. Bake until crumbly are browned and golden.—Mrs. E. M. G., York Beach, Maine.

CAKES.—Cream one-half cup of butter, add one cup of sugar, one egg, one cup of flour, and one-half cup of milk. Bake in small cakes.

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NUT BREAD.—Five cups of sifted flour, five rounded
teaspoons of baking powder, one cup of sugar, two cups
of milk, two cups of chopped nuts and one teaspoon
salt. Sift a quantity of flour and measure out five
cupsful, add the baking powder and mix well. Put
put in the sugar and
stirring briskly.

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Ms. WILKINSON AND SISTER
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WILKINSON
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Sell in New Jersey



INFORMATION HEADQUARTERS

Whatever you want to know about New Jersey the League will tell you.

Social, political, industrial and financial statistics; confidential information regarding markets. The latest tips on building activities. Information of vital importance to manufacturers.

No "hokum", no "flag-waving and fire-works" but honest, straight merchandising information. If you want the truth—ask Headquarters.

Concentrate your advertising efforts in the major markets of New Jersey where you can reach 78.7% of the total population in less than 8% of the total land area. *Sell in the buying centers*, the cities that influence the purchases of 92.8% of New Jersey's total population.

A copy of the League's 1922 book of facts "*New Jersey and its Twelve Major Markets*" will be sent to interested executives. Fifty-six pages of facts—no fiction.

NEW JERSEY DAILY LEAGUE

Star-Eagle Bldg., Newark, N. J.

NEWARK
Star-Eagle
JERSEY CITY
Jersey Journal
PATERSON
Press-Guardian

CAMDEN
Courier
ELIZABETH
Journal
PASSAIC
Herald

ATLANTIC CITY
Press-Union
PERTH AMBOY
News
PLAINFIELD
Courier-News

HACKENSACK
Bergen Eve. Record
ASBURY PARK
Press

MARKET SURVEYS covering Tooth Pastes and Powders, Breakfast Foods, Cigars and Cigarettes, Smoking and Chewing Tobaccos, Toilet Soaps, now available. Free on request. No obligation.

The Failure-Proof Letter Situation

When Circumstances Combine Favorably, the Letter-Writer Can't Lose

By J. T. Bartlett

A MAIL-ORDER seedsman of Boulder, Col., believes that much of the secret of a successful sales letter is the situation in which the letter is used. Get the right situation, and circumstances and events pull powerfully for the advertiser. These circumstances may be so strong that, even with little writing skill, a sales letter is certain to be profitable.

J. D. Long, of the J. D. Long Seed Co., is the man who takes this view, and plenty of his own letters uphold it. A letter sent out early this summer is a good sample.

An out-of-town outlet for cut flowers from Long's gardens is a flower shop at Cheyenne, Wyo. Until the first killing frost, Long's gladioli and asters are featured at this shop. At Cheyenne, the J. D. Long Seed Co. has between three and four hundred mail-order seed and bulb customers. The flower shop has a mailing list of a thousand or so cut-flower customers.

Mr. Long wrote a sales letter that was duplicated on his letter-head and sent to his own Cheyenne list and the flower-shop's list. He announced in this letter that his gladioli and asters would be on sale at the shop regularly, in abundant variety, throughout the season. Then, creating added appeal, he gave readers a special reason for calling often at the flower shop as rare gladioli in his propagating beds came into bloom, he announced, he would put into his shipments of each, a few spikes with slips attached giving the names. Flower lovers would have an opportunity to see the latest and rarest in gladioli. "Drop around frequently and see if anything new is on display," he urged.

Simply as a letter sent out by a grower to boost flower sales, this would be good letter writing, a clever use of appeal. Notice, however, how the special circumstances of the situation helped the letter.

First, it would sell flowers the better because several hundred of the prospects addressed had bought seeds or bulbs of the seedsman—they would want to see what his cut flowers were like.

Its second aspect is as worthy of consideration—the seed and bulb business.

Regarding J. D. Long's own customers, the letter maintained contact—something the importance of which in the off season most seedsman appreciate—and actually did something to strengthen the relationship, so that a maximum percentage of old customers would be held for another year. Then, there was the chance to get new customers. Flower shop patrons would be much more interested in the Boulder's man's seeds and bulbs once they had seen his gladioli and asters. Not letting opportunity get away at all, Mr. Long told readers in a postscript he would send them his fall bulb list when out.

Now, when the writer calls this a "failure-proof" letter situation, he believes the reader will understand what he means. Circumstances favoring the letter user are so numerous and important that profitable returns are certain. Results from one direction may not come up to expectations, but other favorable results will compensate.

J. D. Long can use this "failure-proof" situation, with a letter, in the case of every flower shop through which he ever sells flowers, and the letter will always be successful.

A START IN FLOWERS FOR PIONEERS

In two or three other situations this Colorado seedsman had used letters that are quite different, yet demonstrations of the same principle. Last summer, on a vacation automobile trip, Mr. Long and his family journeyed into Sunshine Valley, N. M. This is a new

colonization enterprise; hundreds of families have gone there and are making homes. The Long family sojourned with friends in Sunshine Valley and met some of the people. One gentleman met, a leader in the community, happened to be a former Boulder farmer, a man for whom, years ago, J. D. Long worked as a hired hand.

Developing his business, Mr. Long likes to get strong followings here and there rather than to scatter thinly over great territory. So, this spring, he went after Sunshine Valley with a sales letter.

He told of his trip of the previous summer, and of the friends—by name—he met there. Then he continued:

I've been wondering what I might send you Sunshine Valley folks to help get something permanent started around your houses or gardens that will be likely to grow and add a little more sunshine to the valley. Believe I've hit on just the things.

As you may know, the Iris is very hardy, and after once started it just about looks after itself. Moreover, after a few years the original plant or root increases to a clump, which may be taken up, divided and reset, making a whole hedge of Iris grow where but a few grew before. Iris does not require a great deal of water or cultivation, though responds to care, of course. It needs no protection in winter.

Now I have quite a lot of splendid Iris in several places in my gardens, but from which plots the labels of these named kinds have been lost. They have all sold for 15 cents each, for divisions, when labelled. I'm going to send you some of these, without charge. Plant them a foot or so apart, just covering the root flat. Tramp soil well and keep watered for a while. Some may bloom this year, but most may not. But next year should bloom nicely. The main thing is to get them started, and as time slides by they will come on and bloom. At least they ought to. I see no reason why they should not do so for you there.

I'm sending some of these unlabelled Iris to each family in Sunshine Valley whose name and address I now have. If you have other friends there who do not receive a package, tell them to write me at once. So long as the supply of Iris lasts I shall send them. *This is for Sunshine Valley people only.*

Here's wishing you success.

This also was a "failure-proof" letter, because of the attendant circumstances. These Sunshine Valley families are breaking land that never felt a plow before. They are scraping and scrimping as pioneers always do at first.

It would be contrary to all laws of human nature if these folks didn't bear special good-will toward the seedsman who helped to brighten up the homes of the valley with flowers at this time.

If J. D. Long ever cares to use this letter idea on a wide scale, it will not be difficult to carry on the same plan. An automobile tour; stops in this place, that place, with friends; then later the friendly letter mentioning the visit and local people, and making a gift—it will work!

Many mail-order garden and flower seed buyers buy by mail because they like it. They get the most fun out of their hobby by selecting from a catalogue, sending an order, unpacking the order when it arrives. When the customer is opening the package, full of interest for what he's got, right then is a failure-proof letter situation. Always tucked in the package in the case of J. D. Long's customers is "Long's Long Letter for 1922," or whatever the year is. Verily, it is a long letter, printed in three columns in small type on a letter-size sheet. It is human, companionable, full of news and views. The catalogue was prepared months before. In this letter, Long incorporates anything special or more recent in the way of information or advice.

As the seed season progresses, he issues "report letters" on stocks and prices, etc. These also are inclosed with orders. They treat of seeds in a seasonable way, tell how the company's business is making out, give cultural hints, and so on.

Long's is a flourishing mail-order business, and these uses of letters, in "failure-proof" situations, have helped to make it such.

A FAILURE-PROOF CHILDREN'S WEAR LETTER

A Denver business specializing in children's wear gets returns, in the form of inquiries (most of these either eventually or at once become customers), from one-third of sales letters mailed. The high returns are due to a "failure-proof" situation for letters which



Change "Jobs" With Your Wife—

for just one day, and you'll have a clearer idea than words can give you of why Modern Priscilla holds so important a place in over 600,000 homes:

And the number of different "house-keeping tools" you'll use—which your wife has selected and bought—will show you why it pays to advertise household equipment and food products in

MODERN PRISCILLA

The Trade Paper of the Home

New York

BOSTON

Chicago

Miss Bertha Berkowitz, the owner and manager of the business, has found.

Miss Berkowitz has very simple rules for her sales letter. First, she writes to the friends of present customers. Second, she writes only when a present customer has given her the names of friends, and asked her to write them.

The prospect so obtained may be a mother, a grandmother, or some other relative. She may be in Denver, California, or Illinois—that doesn't matter; Miss Berkowitz does a lusty mail-order business. Whatever these circumstances, Miss Berkowitz always follows the same rules. She sends a letter on engraved stationery. Each letter is personally typed, and if necessary individually composed. Each letter mentions the friend's name, then goes on to describe appealingly some article of apparel for the child. Often, Miss Berkowitz will mention the child's name. From letters handled in this way, she gets replies from one-third.

This letter has physical characteristics certain to win for it a reading by most recipients. It describes garments—Miss Berkowitz personally is a designer—which will likely interest. If any one fact more than another makes it "failure-proof," however, that is the foundation of the mailing, a list composed of friends of customers, approached at the latter's request. When customers urge Miss Berkowitz to write their friends, right then opportunity for a successful sales letter knocks loud.

WHAT A CUTLERY COMPANY DID

The right situation for a sales letter came just prior to Christmas, 1921, for a cutlery concern which never had had more than fair success with mail selling.

This company has some fifteen salesmen on the road. Mail selling is incidental, but the concern has kept at it persistently and determinedly, for the reason that the field sold to is a big one and officials believed a lot of business was not obtained which belonged to the company.

The mailing which heeded an opportunity was made a little while before Christmas. This is the season when the public buys most heavily of cutlery. The company got up a sales letter. To go with it, a special Christmas consignment package of pocket knives was originated. There were two dozen knives in the assortment.

The form letter, filled in with name and address, sent when the knives were shipped, announced the shipment and the reason for it (the opportunity for pocket-knife profits at Christmas-time), then went on with concrete matter about the merits of the line, and some information concerning the manufacturers.

The consignment method is generally condemned, for the very good reason that usually it is not profitable. In this case, the company got splendid returns from the consignment distribution, and acquired as customers a number of retailers whose business formerly had gone to other concerns.

Opportunity for a mail-selling enterprise knocked, because dealers in general had been buying "hand-to-mouth," and Christmas caught many of them with incomplete assortments of cutlery, including pocket knives. The consigned assortment gave them something with which to brighten up their Christmas showing, and proved needed stock with which to meet actual demand.

It need hardly be pointed out that consigning the pocket knives in midsummer, or in the spring, would have been an entirely different matter. Then, the right situation did not exist. At Christmas time, it did.

Not all of success with letters and other direct-mail enterprises consists in finding the right situation. Copy is important, of course; lists are important.

The writer is prone to think, however, that in mail advertising the proper situation doesn't always get the serious study it merits. Anyway, I've found that the mail advertisers who are good pickers of situations are usually successful business builders.

Purse-String Circulation!

The men who read **BUSINESS** and **BURROUGHS CLEARING HOUSE** are men who either direct, control or influence the spending of millions of dollars for all kinds of merchandise.

They represent a selected market of more than 200,000 persons in the upper levels of the buying scale:

- 1 Who either buy or have much to say about the buying of materials, equipment and supplies for office, store, factory and bank;
- 2 Who, to a large extent, wield that indirect power so important to the closing of many a sale;
- 3 Who, as individuals, spend large sums in their personal and family buying.

92% of the circulation of **BUSINESS** is among higher business executives. The

BURROUGHS CLEARING HOUSE reaches at least one responsible officer in every bank in the country. Together they offer advertisers the advantage of concentrated purse-string circulation to an unusual degree.

BUSINESS goes every month to 160,000 persons in the commercial and industrial fields with the kind of editorial articles that make interested readers.

BURROUGHS CLEARING HOUSE goes to 52,000 bankers in the 35,000 banks of the country. It is without question the leader in its field.

The Burroughs Publications

Published by the Burroughs Adding Machine Company, Detroit, Michigan

The hotel industry is a distinct, definite market unit. In addition, trade factors and consulting advisers create problems that are entirely individual. Our Merchandising Staff is prepared to give dependable assistance.



A letter from the advertiser to Charles F. W. Nichols Co., Advertising Agency

"The plan to merchandise Kotex among hotels, which was inaugurated with an advertisement in HOTEL MANAGEMENT in May, has already yielded good results. The very first advertisement brought inquiries and paved the way for salesmen who are selling the Kotex idea to hotels and to hotel supply houses. It is difficult to say how much interest in Kotex has resulted from advertising in HOTEL MANAGEMENT, and how much from the advertising in other hotel papers which were used beginning in June, but the campaign in this field is making good progress."

W. W. LUECKE, General Manager,
Cellucotton Products Co.



How KOTEX Found a New Market—

The Cellucotton Products Company was considering the sale of Kotex to hotel guests through vending machines in ladies dressing rooms. With the aid of HOTEL MANAGEMENT'S Merchandising Staff a plan was developed, instead, to sell direct to guests through the linen rooms and maid service. Tests were made that showed the possibilities of this plan. Cards were printed to place under glass dresser tops in the rooms to explain the new service.

There are many products that can be merchandised through hotels in such a way as to actually create new, worthwhile markets. And the tourist customers created in this way roadvertise those products wherever they go. Such customers are De Luxe samplers—the best "stimulation points" of the entire population. Perhaps your product may have these possibilities.

**HOTEL
MANAGEMENT**

R. D. SMITH, Western Manager
20 E. Erie Street, Chicago

342 Madison Avenue
New York City

British Sales Opportunities for American Manufacturers

THE desire of British electric power companies to increase their domestic load promises a steady increase in the use of electrical household appliances and a growing market for American devices should result, according to a report made by R. A. Lundquist, chief of the Electrical Equipment Division of the U. S. Department of Agriculture.

In this report Mr. Lundquist also calls attention to the need of educational consumer work in order to create a more widespread use of small electrical household appliances. His report makes vivid the important part advertising has had in successfully marketing electrical appliances in America. Part of this report reads as follows:

"The merchandising of small appliances in England does not appear to have been developed to the efficiency attained in this country. The central-station systems themselves have not been so aggressive in bringing to the attention of their consumers the advantages of employing electricity broadly in the home, nor have they co-operated with the local electrical dealers, as a rule, so well as has been the case in the United States.

"While in this country the electric iron and toaster have been pressed before the public to the point where they are generally accepted as staple articles of merchandise, the use of the electric flatiron in England is still frequently regarded as a highly progressive step on the part of the purchaser. Although there are many people in the United States who are not consistent users of electric irons, as shown by surveys made from time to time by central-station managements, they at least have a very definite knowledge of what an electric iron is and what it can do, whereas in England there is still a great deal of missionary work to be done in this direction.

"In Great Britain consumers who have electric irons and similar devices apparently give more attention to the resulting increase in their electric-light bill than is true in this country. It would seem that too much appeal has been made to them on the score of the economy of an electric iron rather than its convenience and comfort, since central stations often make special rates even for socket appliances. As a double rate has involved either two meters or some other complication of the system, there is an increase in the cost of service in England in many such cases that is not found in the United States, in addition to the lower net returns from such load.

"The outlook is such that American manufacturers who are interested in the British market will probably find it profitable to send competent sales engineers over to England for a time to co-operate with their local representatives and to carry on in conjunction with central stations some of the intensive selling campaigns which have been successful in this country."

Worthington Pump Account with Chicago Agency

The Worthington Pump & Machinery Corporation, Cudahy, Wis., manufacturer of engines, has placed its advertising account with Critchfield & Company, Chicago agency. Critchfield & Company are also handling the advertising of the Scolding Locks Hairpin Company, Appleton, Wis.

W. F. Oakley with "Motor Life"

William F. Oakley is now representing *Motor Life* and "Automobile Blue Book" for general advertising in the Eastern territory. Mr. Oakley was formerly national advertising manager of the New York *American* and more recently has been with the Gravure Service.

Enlarged Newspaper Campaign for Insecticides

J. Stern's Sons, New York, are planning to extend their newspaper advertising campaign on "Insectago" in the New York district. "Red Top," a new product, will also be introduced. The account has been placed with Hewitt, Gannon & Company, Inc., New York advertising agency.

A Firm That Helps Bootblacks to Succeed

Instructs Bootblacks and Opens a School for Operators—Advertising Policy

By Uthai Vincent Wilcox

WHEN you need a shine, do you just drop into the first shine parlor that you come to or do you go several blocks out of your way to go to some favorite stand where you can get the sort of service that pleases you?

If your city bootblacks have come in contact with some of the more modern manufacturing establishments that make polish and equipment, you may grow as particular about your shine as about your morning paper or your clothes. Daily papers are now advertising the shoe shining parlors and stands, and bootblacks have learned to develop a unique line of service for their customers that is building up for the advanced ones a regular and dependable clientele.

The Griffin Manufacturing Company of New York, under the leadership of A. L. Aste, has found a future for the bootblack-ing business and by means of service and advertising is helping local owners of stands to do a better and steadier business.

Mr. Aste was himself, at one time a bootblack, and like the fiction stories of ten years ago he climbed up, taking the boot black-ing business with him. His experience and his foresight has at several times marked turning points in the business of polishing shoes for other people. Back in 1883 he paid \$660 a year for the privilege of shining shoes in the New York Produce Exchange. That concession was for the purpose of educating people to the use of stands or as they were known at that time, "thrones." This was a long step in advance, for it was the custom to have shoes shined by some young fellow on the street while you stood first on one foot and then on the other.

But the stand or throne was not the only view of the industry that Mr. Aste had. He considered the method of shining shoes. It was at that early time the custom to apply "spit blacking." This was composed of bone black, molasses, a little oil, sulphuric acid and water.

He educated his bootblacks to use clear water, on sanitary grounds. Next he attacked the composition of the substance and in experimenting with better chemicals and mixtures he instructed his bootblacks to take a real interest in their customers' shoes and assist in their upkeep and appearance.

These three features have remained his prime interest and have been the foundation of his company, the Griffin Manufacturing Company, Inc.

Having perfected what he feels is a better polish and cleaner for all the various kinds of shoes, he has not alone attempted to enter the crowded retail field, although his polishes are sold widely there. But he has continued to help the bootblack do better and more effective work.

The Griffin company issues leaflets and instructions to bootblacks seeking to show them how to give a better shine—a quicker shine and one that will last. These points of appeal are broadened so as to include what is called the "Griffin Fourteen Points," or claims.

HITTING AT AN OLD CUSTOM

In specially stressing the composition of its polish and cleaners, this company is hitting at a policy generally followed by bootblacks—that of making their own polish. It is said to be a fact that the majority of bootblacks make their own polish. They do this because

they feel that they are sort of graduates in the business and can do it as well as the regular manufacturer. Then there is the item of expense. It is cheaper to grind and mix their own materials.

Recognizing these facts the Griffin company has stressed the superior materials of which its polishes are made. They have ignored the thought of expense by

tions which gum up the shoe, retards the polish when you use the paste, besides having to work harder to get a fine shine?

"If your operator gets tired it means that he will not shine as many pair of shoes as he should. Besides on a busy day you do not wish to see your customers waiting around.

"Turn them out quickly.

"Give them the best shine that can be had.

"Preserve their shoes.

"This will please them.

"They will come back.

"They will tell their friends.

"Their friends will patronize your place.

"That means dollars and cents to you in these times of high rents and labor. Save time. Your men make money for you.

"Your operators will like to work for you if you give them the best material to work with.

"If you work for yourself you will more than appreciate this.

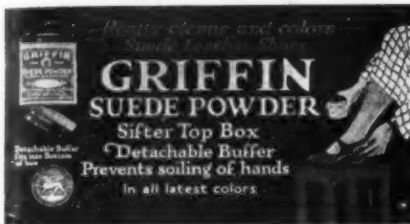
"Griffin Sterling Dressing has been used by the best bootblacks in New York for more than twenty-five years. There must be a reason. Fall in line and follow the most successful bootblacks in the world.

"One gallon will save you twenty dollars worth of time. At this rate are you saving money, making your own wash or buying so-called cheap washes?

"If you will attach a one-cent stamp to the enclosed card and mail same we will gladly send you a sample bottle of Griffin Sterling Dressing, a box of our famous Griffin Sterling Paste and a bottle of Griffin Lotion Cream, free of charge, postage paid."

AN APPEAL TO THE OPERATOR

This appeal is one that reaches the operator and the owner. It has not only assertion, it has an argument of time and quality and profit, but it offers to prove it con-



STREET-CAR CARDS HAVE BEEN AN IMPORTANT FEATURE IN THE ADVERTISING

a comparison of cheapness, but have attacked it on the basis of being able more easily to shine the customers' shoes and the claim that the shine will last longer and thus give better satisfaction.

Their instruction leaflet gives this example to the owner of a bootblack stand: The title is: "We have done the figuring for you. Here it is.

"For example: Take one busy day such as Saturday or a Sunday or a holiday, or a clear day after a rainy day.

"Assuming a man works seven steady hours. The present average on black shoes should not be more than six minutes, which would make seventy pair per day. If you save one minute per pair you would be saving seventy minutes per day. This seventy minutes saved enables the operator to shine fourteen more pairs a day at five minutes per pair at ten cents per pair, your operator would be making one dollar and forty cents per day more.

"Are you saving money making your own wash or buying powder or gum color and water prepara-

clusively by giving free of charge generous samples of all the needed supplies for a try-out. This argument catches the operator and owner where his interest lies and his profits are and brings results to the company in greater business.

There is still further instruction along this line in special leaflets for the applying of the dressing and the pastes and the best uses of the lotion creams.

And to make the directions win the attention and command the respect of the most hard-boiled operator they add this paragraph:

"These directions were written by Tony of New York, the man who made shoe-shining an industry and business." Tony is none other than Mr. Aste, whose interest in the industry stimulated his imagination and attention.

"Imagination" is used here advisedly. It is a long call from the one foot, street idea to the easy cushioned armchairs with rubber foot rests and the latest jazz music and plate glass mirrors and syphon cooled parlors with pressing and hat cleaning and magazine-selling places of today. But the Griffin company has been busy stimulating this sort of an investment in the larger cities.

A SCHOOL FOR BOOTBLACKS

Recently the Griffin company invaded Washington and assisted in carrying out a unique advertising plan. This was in the assistance and encouragement rendered "Jimmie's," recently told in **PRINTERS' INK**.

It has been the policy of the company to send to these new establishments someone who could give individual instruction to the operators (as the bootblacks are called) so as to be assured that their pastes are properly used and the best results obtained. After instruction is completed the assistance of the manufacturing company ceases except to give service by correspondence and missionary salesmen.

However, Griffin's policy is to give continuous service that will help the trade. Several salesmen are continually on the road giving advice and instruction as to the

better way to use the preparations—to give "leather insurance."

Plans are now under way by M. L. Lippman, the advertising manager, that will shortly open a school of instruction for bootblacks. This is indeed an advanced step and in harmony with the policy of giving every assistance to the bootblacking industry and above all train men who know how to give better shines, regardless of what material is used. But like typewriters in business schools, the graduate will be prejudiced in favor of the product he knows the best.

The pastes and polishes and allied material have not been the only interest of this concern. They own the patents on the rubber-tipped shoe rest that makes it easier for the customer to keep his foot steady under the shining cloth of the operator. Another feature looking to the comfort of the patron has been the armchairs with a bit of space between them allowing the use of both armrests for comfort. Another patented design is the half step at one side that makes it easier for women to reach the chairs without danger of damage to skirts and with greater comfort and less embarrassment.

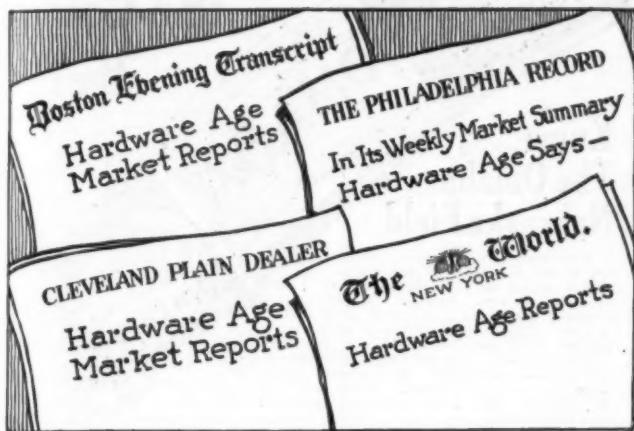
The manufacture of shoe stands, while offering certain technical problems altogether different from the making of polishes, has proved an advance move. It is the old story of the house that can supply everything that may be needed in the trade from A to Z.

ASSISTS IN LOCATING NEW STANDS

In a visit with Mr. Aste where he was supervising the opening of a new parlor he laid special stress on these service features and the real quality of the polish manufactured by the concern. He felt a pride in the accomplishment of his plans and did not hesitate to say that any stand that would install his features and use his materials correctly would make a success, provided the location was right.

In this latter feature the company has helped the prospective owner of the stand. By a tabulation of figures and facts they can

Hardware Age Market Reports Quoted by Daily Newspapers



"If the dealer can solve his *buying* problems, the rest is comparatively easy."—Mr. Hussie, past President of the National Retail Hardware Association, at its Annual Convention, June 1922.

One of the biggest *buying* helps a hardware man can have is authoritative, weekly reports of hardware market prices. These are supplied by **HARDWARE AGE**—the only paper in the hardware field that gives this vital buying information.

The importance of these weekly price reports is shown by their quotation by leading daily papers. For the same reason that these papers quote **HARDWARE AGE**, hardware dealers buy and read it—because it has current news and necessary business information.

This exclusive weekly market report service of **HARDWARE AGE** is one more illustration of its unique value to the hardware dealer—and in consequence to manufacturers who sell their goods through hardware stores.

HARDWARE AGE

239 West 39th Street

New York, N. Y.



The Buckle on the Corn Belt

Know The Omaha- Nebraska Field

More than 500,000 people, 154 towns and 29,330 farms are included within a fifty-mile radius of Omaha's shopping district. In this territory are seven towns with population of over 5,000; twenty-eight with population between 1,000 and 5,000, and 119 with less than 1,000 population. Of the total population 403,508 live in towns and cities. Of the towns eighty-eight have one or more banks. There are 309 banks in the territory with total deposits (September, 1921) of \$226,098,000.00.

Leading into Omaha from its retail territory are two inter-urban lines, ten bus lines, ten trunk railroads, twenty-two branch railroad lines and thirteen interstate highways. These communication facilities make it possible for those in this area to do their shopping in Omaha with almost the same convenience as those living within the city limits.

HAND IN HAND!

The Omaha Bee's Circulation and Advertising Figures Both Show Splendid Gains in July, 1922, over July, 1921.

CIRCULATION		ADVERTISING
(Daily)	(Sunday)	
71,625	76,332	38,682 Inches
Gain Over	Gain Over	Gain Over
July, 1921:	July, 1921:	July, 1921:
11,712	19,860	9,389 Inches

An increasing circulation of greater buying power spells ever-increasing results for advertisers as the trend toward good business continues.

The Omaha Bee

MEMBER AUDIT BUREAU OF CIRCULATIONS

PUBLISHER'S
REPRESENTATIVES

Chicago
Steger Bldg.

PRUDEN, KING & PRUDEN

FRED L. HALL

Claus-Sprockels Bldg., San Francisco, Calif.

New York
286 Fifth Ave.

tell pretty accurately whether a given location will bring success to one who is opening the service.

Other advertising than salesmen, leaflets, etc., are of course used. At the present time car cards in the Eastern cities and trade-paper advertising form the basis of the advertising. In trade papers reproductions in color of the car cards are given so as to hook up with the campaign of the police that gives "leather insurance." A catalogue is also published with editions in several languages.

A feature of the advertising to dealers is the slogan, "Brighten up your understanding," with the picture of a polished shoe that radiates light. Beneath are the words, "Griffin Shoe Polishes," and a miniature trade-mark of the mythical Griffin.

The success of the Griffin company and its founder seems to be another chapter in the story of advertising and interesting others in a real service and quality, coupled with continuous effort to keep the matter before the public and the special trade most interested and most to be benefited. It is another account of benefiting through causing the trade to benefit as well as giving a real service to the public.

Hotel Provision House Advertises New England

Parents should take their children to see famous historic spots, Shattuck & Jones, Inc., Boston, Mass., a hotel provision supply house, urges in recent newspaper copy.

The advertisement suggests:

"Before school opens, let your children tour New England. Early American history is well portrayed by many well-preserved relics and beautifully impressive memorials located within her borders. Hotel accommodations unsurpassed."

The firm does not mention its own line of business, since it is well known to the hotel trade and is desirous of increasing the business of its customers by selling New England to the people already within its borders.

Joins Cincinnati "Post"

L. J. Luckett, who has been Cincinnati district advertising manager of The Westinghouse Electric & Mfg. Co., has joined the Cincinnati *Post*, where he will assist in merchandising service work.

A Britisher's Choice

NESTLÉ & ANGLO-SWISS CONDENSED
MILK CO.

LONDON, August 8, 1922.

Editor of PRINTERS' INK:

It may be interesting to your readers to know what one of their cousins "across the herring pond" reads in the way of books on advertising. You will notice that not only are the majority American books, but the list contains quite a good proportion of those included in "The Ten Best Books" by various of your correspondents.

I have marked with an asterisk those which in my humble opinion are the ten best.

"Scientific Distribution," Higham. "Making Advertisements and Making Them Pay," Durstine. "The Typography of Advertisements That Pay," Farrar. "Making Type Work," Sherbow. "A Short Course in Advertising," Osborn. "The Craft of Silent Salesmanship," Tregurtha & Frings. "Principles of Advertising Arrangement," Parsons. "Productive Advertising," Hess. "Advertise!" Sampson. "The Psychology of Advertising," Walter Dill Scott. "Advertising as a Business Force," Cherington. "Commercial Advertising," Thomas Russell. "Success in Retail Advertising," Thomas Russell. "How to Advertise," French. "The Theory and Practice of Advertising," Walter Dill Scott. "The Business of Advertising," Calkins. "Ads and Sales," Casson. "Effective Direct Advertising," Ramsay.

W. A. MAAS.

To Advertise New Auto Head Light Screen

A new device for the protection of motorists and pedestrians from glaring headlights is being manufactured by the Owl Head Light Screen Company, Norfolk, Va. A newspaper advertising campaign is planned for this product. The account has been obtained by A. O. Goodwin, Inc., advertising agency of New York and Richmond, Va.

Two New Newspaper Campaigns Coming

The Duz Company, Inc., manufacturer of "Duz," a powder for washing and bleaching, and the Miller Refining Company, maker of Miller's prepared chocolate, both of New York, are planning newspaper advertising campaigns which will be directed by the Charles C. Green Advertising Agency, Inc., also of New York.

Pacific Coast Campaign for "Zed" Cookies

The California Health Company, San Francisco, plans a Pacific Coast newspaper advertising campaign on "Zed" cookies. The account has been obtained by Emil Briacher & Staff, San Francisco advertising agency.

British Post Office Is Now an Advertiser

Wireless Competition Makes Advertising of Imperial Cable Service Necessary

By Thomas Russell

London Correspondent of PRINTERS' INK

IN England the Post Office controls all means of communication. The Postmaster-General has a monopoly of letter-carrying, telegraphs, the telephone system (such as it is) and even cables and wireless, though these last can be worked by private concerns under license. A listening-in set cannot be used without paying a royalty to the Government—ten shillings a year. Broadcasting stations are under strict control; the wave-lengths used and certain other details are subject to official regulation.

Railway companies and some road-carriers compete with the Parcel Post, the Government having by some oversight neglected to collar this too. The vast number of Post Offices all over the Kingdom gives the department a big advantage over these rivals and aside from telephones, which are improving, the service given is so good that the usual objections against state monopolies do not apply.

In the matter of oversea cable messages there is still competition between the Postmaster-General and the private companies licensed. The Post Office shows that it understands how to do its competing, too. Government-owned cable runs to Canada, West Indies, Australia and a number of other British dominions. They have been given the title of Imperial Cable Routes, and a systematic advertisement has been appearing on all cancellation-stamps. A little purchased space has been used, and business concerns have been circularized with a tariff and some well-written selling claims: a script name-plate of the words "Via Imperial" being used on the regular advertising plan. Some

of the copy that indicates the general tenor of the campaign reads thus:

CABLEGRAMS FOR CANADA, WEST INDIES, AUSTRALIA, NEW ZEALAND, &c.

1. The Imperial Cable Route is the *only* Atlantic cable route under purely British control.
2. A specially rapid service is provided for full-rate telegrams (for rates see list overleaf).
3. VIA IMPERIAL is the *only* Atlantic cable route on which the Deferred Service at *reduced pre-war rates* to Canada has been restored. A deferred telegram to Montreal and other places in Eastern Canada costs only 4½d. a word.
4. VIA IMPERIAL is the *only* route on which the week-end service at quarter rates to Australia and New Zealand has been restored (see page 4).
5. VIA IMPERIAL cablegrams are accepted at any Post Office.
6. VIA IMPERIAL gives all the facilities available by other routes—books of forms (single, duplicate or triplicate), free receipts, credit accounts, abbreviated addresses, repetitions, &c., &c.
7. Further particulars can be obtained from the Secretary, General Post Office, E.C. 1, or from any Head Post Office. Enquiries by telephone receive prompt attention. In London ring up the Secretary's Office (Official 467) or the Imperial Cable Superintendent (Official 890).

Wireless telegraphy gets the brunt of this vigorous competition and knows how to meet it. Thus, while the Post Office talks a great deal of its cheap deferred rate to Canada, Marconi wireless cuts the prompt-service rate by three pence a word. Competition is a good thing. It will keep all parties—Post Office, Cable Companies and Wireless—keyed up. If private concerns feel rather sore at having to meet competition financed out of the taxes nobody need be surprised.

William H. Hanley has resigned as publisher and general manager of the *Lawton, Okla., News*. He had been publisher and general manager for the last five years.

Manufacturer Gets National Distribution In One Month

Some manufacturers spend years of effort and millions of dollars to get national distribution for their product.

A select few, with especially keen business minds, get it without effort and at practically no expense.

For instance:

One manufacturer hit upon the idea of going after new dealers by mail. He got out a simple, business-like, direct mail piece and put his proposition fair and square before the dealer.

The result:

In one month he had connected up with dealers all over the United States and secured about \$100,000 worth of business from business houses that he had never before sold anything to.

The man who does your printing can be a very valuable servant—if you make use of the excellent means he provides for putting your product on the market and selling it.

Direct mail advertising is the real business builder to-day.

Send us your name and address and we will send you, free, a portfolio of ideas you can make use of in your campaigns.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

Before You Decide About Western Canada—

Send for our pamphlet "Analysis of Circulation" and Bulletin 62, "Through What Media Can Advertisers Best Reach the Farmers of Western Canada."

The methods we use in securing and maintaining a subscription list that reaches more farm homes in the prairie provinces than any other medium, are frankly discussed. The detailed distribution by post offices and electoral districts, valuable statistics (1921 census), and a map, are other features.

Sixty-four per cent of the population of Manitoba, Saskatchewan and Alberta live on farms and less than 32% of these valuable trade prospects are reached by daily newspapers. They are reached by farm papers—nearly 80,000 of them by *The Nor'-West Farmer*. There is a reason why farm trade cannot be developed in this territory with any other than farm paper advertising. The story is interesting.

Let us mail you Bulletin 62 and "Analysis of Circulation." Both are important. All we need is your address.

Ask
Any Agency
or Us

**The Nor'-West
Farmer**
The Pioneer
Farm Journal of
Western Canada

Member
A. B. C.

Winnipeg, Canada

Toronto

Montreal

Vancouver

New York

A High-Priced Household Accessory Overcomes Unadvertised Competitors

Brenlin Window Shades Merchandised by Common Sense in Selling and Advertising

By B. F. Sexton

Sales Manager of The Chas. W. Breneman Co., Inc.

WE keep about twenty salesmen out calling on dealers, who fall chiefly in the classes of furniture stores, department stores, floor covering and drapery stores, and exclusive window shade shops. Most dealers see our salesman every three months, or every six months. For competitive reasons which have little bearing on this article, in cities where there are manufacturers of shade cloth, we keep there enough city salesmen to call on the local trade about once a week.

Our salesmen, as they call on the trade, have a problem not unlike that of salesmen in many other fields. That is, they are selling a high-quality advertised product in competition with non-advertised makes; and our product is usually well above the other makes in price, because of its high quality. You see how that complicates it all.

As an organization, we had a basic problem which was originally, and for that matter still is, not tremendously different from that which many other manufacturers have had to face. It is one of the eternal problems among business men who are not content to go along making the ordinary staple grades of merchandise, which are commonly accepted in their field of competition. And, only when the manufacturer transforms it from a problem into a positive advantage does he begin to derive from his improvement the increased profits, to which he is entitled by reason of the increased service he is giving the public.

Not the least of these problems has to do with getting his salesmen and his sales methods to the

point where they can meet, and beat, the competition of the manufacturers who make the ordinary grades of product, and who sell by the tried-and-true argument of price. And there, in a nutshell, was one of our most important difficulties.

Our concern had gone along with the industry for many years, making the shade cloth which is standard in the trade as "Hand-made Oil Opaque." The other kind of shade cloth is "Holland."

"Holland" shade cloth is translucent; "Opaque" does not show any shadow through it. But, ordinary opaque has the very real disadvantage of being made of rather flimsy material, which must be filled with clay, or chalk, or fuller's-earth, or something of the sort, before it can take the coating of paint which gives it opacity. And the wear to which shade cloth is subjected is bound to break out at least tiny spots of the filling, so that pin-holes and cracks begin to appear in the shade.

A PRODUCT WITH A GOOD TALKING POINT

It was on this defect that Mr. Breneman concentrated years ago. The result is Brenlin, which has been on the market now for about sixteen years. It has the opacity of common opaque shade cloth, and much greater resistance to wear. (We still make and sell a large volume of the staple grades, too.) Brenlin is made on a cloth base which is of considerably higher quality and cost than the ordinary base, and all the way through, the process of manufacture is more expensive. And, frankly, Brenlin does not look

enough better on the dealer's counter, to overcome the price advantage of the ordinary quality material. The increased worth is not apparent to the customer until sometime after the shades have been hung.

Since the specialty costs more to manufacture, it has to be sold at a higher price. Yet it cannot be priced to yield the dealer more than about the ordinary percentage of margin, because its already higher price is the biggest obstacle in its way. The customer compares it with the staple shade cloth, which looks much the same, and cannot see why she should pay perhaps 25 per cent or 30 per cent more for the specialty.

But, if we cannot give the dealer a greater margin of gross profit, so that he can afford to spend time and effort in selling Brenlin, how can we induce him to apply the selling force necessary to explain its advantages and induce the customer to select it?

In the abstract, the answer was obviously that we must turn to advertising and aggressive selling. It remained to work out the advertising and selling policies, and put them effectively to work.

ADVERTISING AIMS AT CONSUMER ACCEPTANCE

Our advertising had to make it easier for the dealer to sell at the 25 per cent or 30 per cent higher price that he has to charge for it. We needed to make it easier for the dealer to carry across in his selling talk the same conviction that our salesman's arguments carried, when the dealer was influenced to purchase his stock. We wanted to help the dealer get business, so that he would favor Brenlin strongly, develop some real enthusiasm for it as a better product, and push it actively instead of merely accepting the Brenlin sales which, figuratively, might fall into his lap. And we saw the necessity of making the dealer as receptive as possible to the arguments of our man who comes to sell him this higher-priced specialty in a field where competition is with non-advertised

staple goods, largely on a price basis.

A large part of our advertising is aimed at dealers, as well as consumers. The idea is, of course, to break down the sales resistance which our price inevitably sets up as an obstacle to our salesmen. We do not believe that we shall ever get a very large proportion of the shade customers to demand Brenlin shades with the vehemence that characterizes the demand for some brands of soups, and chewing gums, and men's clothing. Shades are not purchased often enough by the housekeeper so that she develops a regular buying habit of demanding goods by brand. After she gets the shades in her house, she generally gives them comparatively little thought, unless something goes wrong with them, or unless she decides to redecorate the interior of her home and discovers that the new color scheme will require new shades.

So we started out with the belief that we should not build up a militant demand for our specialty, but that we might well be content to accomplish a consumer acceptance of our product at a price above the level for staple goods. And while we have managed to build up a more active demand than we had counted on, we are still working on the old basis.

It is apparent that we have to do more than simply advertise, in order to get across to the retailer the message we have for him. We have to sell aggressively, and meet all the arguments which the average retail dealer can bring out when you are selling a higher-priced, advertised line in a field where lower quality, lower prices, and no advertising are almost the rule. This need for aggressive, able selling causes us to use more care in picking and training our men than is, I think, common in a field no more technical than ours.

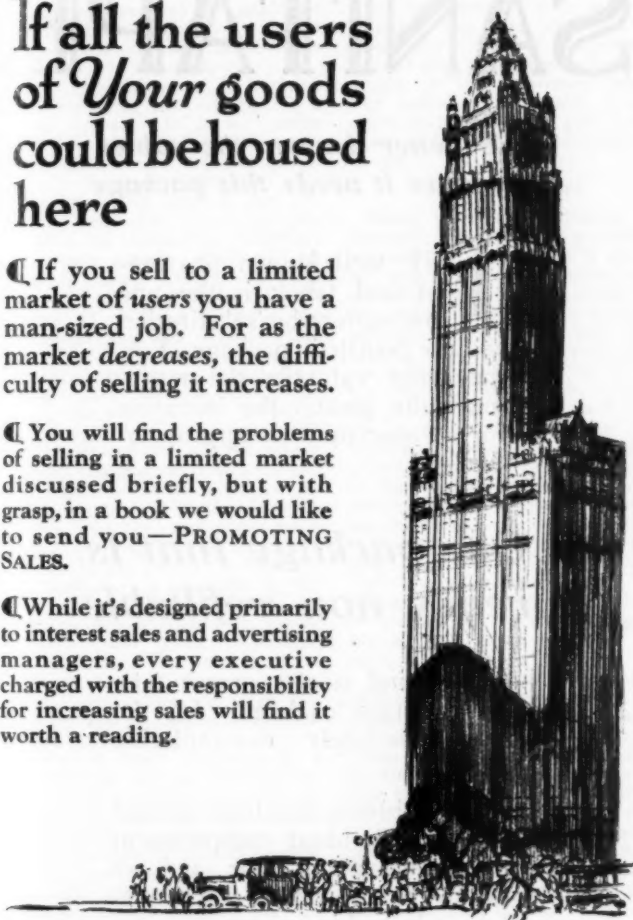
We hire our salesmen, usually, just before our annual sales convention. That gives the new man an opportunity to get somewhat of an education in our merchandise and our methods right at the start.

If all the users of *Your* goods could be housed here

¶ If you sell to a limited market of users you have a man-sized job. For as the market *decreases*, the difficulty of selling it increases.

¶ You will find the problems of selling in a limited market discussed briefly, but with grasp, in a book we would like to send you—**PROMOTING SALES.**

¶ While it's designed primarily to interest sales and advertising managers, every executive charged with the responsibility for increasing sales will find it worth a reading.



The Corday & Gross Co.
Cleveland
Effective Direct Advertising

SANITAPE

*The better known the tablet,
the more it needs this package*

THE well known pharmaceutical tablet is the one that suffers by substitution and the "refilled" package. For, the more valuable the trademark the greater the incentive for its unscrupulous appropriation.

*One package that is
really non-refillable*

The brand stealer cannot fake the sanitape package. It's the one absolutely non-refillable package.

Each tablet is machine packed in an individual compartment of waxed paper tape, and we know exactly what each machine is packing.

IVERS-LEE COMPANY

Newark

- - -

New Jersey

Then we put him to work in the factory, from which he graduates to the office. We send him on the road when we think he is ready to take over his territory.

An important tool in training and outfitting our salesmen is a sales manual. In it we outline our advertising policy, and supply the salesman with arguments with which to meet objections. We also show him how to use our dealer helps, both in getting new dealers and stimulating old dealers to greater activity, which will result in larger orders. A good proportion of the book is in the form of dialogue between the salesman and the dealer, which form, we feel, results in a straightforward presentation of our ideas, both to the salesman and to the dealer on whom he must use them.

We realize of course, that there is no stereotyped way of selling goods, and that no salesman could be successful if he delivered his sales message in a phonographic style. Just the same, about every bit of information pertaining to shade cloth in general, and Brenlin in particular, is contained in this sales manual, together with the reasons why it is such an exceptionally good resale proposition for the dealer. We leave it to our men to present our message their way, knowing they will inject into it their own personality and enthusiasm.

One of these dialogues is a typical retail sale by the dealer or one of his salespeople to an ordinary domestic consumer. And this typical sale is one of our very important aids in establishing with our dealers and their employees the right knowledge and the right attitude to sell Brenlin for us. For here are presented the arguments the dealer has to use, and, incidentally, they are invaluable to the merchant in re-selling our product.

We do not rely on any haphazard means of getting this selling talk into the proper hands, for of course, we have it duplicated for distribution to the dealer and his sales people. When one of our men opens a new account, and

periodically on his subsequent visits, he distributes these talks in person to the folks who need to have them. He does not content himself with giving them all to the dealer, or the department head. The salesman personally hands one to each person who sells shade cloth to the public, and explains its use.

SALES ACCESSORIES

Every Breneman salesman is equipped also with a portfolio, which shows all the ways in which we help our dealers move our goods. First this shows proofs of our magazine advertising, and our salesmen are supplied with the reasons why our advertising does not increase the price of our product. It would be difficult, indeed, for a doubting Thomas to stump one of our men; they know the answers, and use them whenever a dealer expresses the disapproval of advertising, which was more common among retailers five years ago than it is today. Our dealers do not get a chance to brood for long on those favorite fallacies, that advertising must either increase the price of the product or decrease the retailer's margin. But we have other arguments to meet, of course.

But as important as our national advertising—and more helpful in consummating the individual sale—is our policy in regard to dealer helps. Through them we are able to show the dealer specifically how Brenlin is easier to sell than the lower-priced staples; and really it is, for the dealer who takes advantage of the helps we offer. I firmly believe that no manufacturer offers more genuinely valuable helps than do we. And our salesmen show them in the portfolio; they help meet the price competition of the non-advertised brands.

Our salesmen use our dealer helps to make our dealers more loyal and enthusiastic, and also to get new dealers. Few retailers, indeed, fail to appreciate the value of a line which brings with it genuine co-operation in moving it off the shelves and into the con-

sumer's hands. And our men use the dealer helps to good effect in selling their prospects on Brenlin.

So our problem of sales management, and our men's problem of selling the only advertised shade cloth against a whole field of non-advertised brands, is not too easy. But we feel that we have succeeded reasonably well. At least, our men are selling lots of Brenlin every day; and we have developed our distribution further, I am sure, than that of anyone else in our industry.

Florida Newspaper Publishers Elect New Officers

The Associated Dailies of Florida held its second annual meeting at Orlando, Fla., on August 14. Edward L. Taylor, secretary and treasurer of the Miami Herald, was elected president, to succeed Quimby Melton. C. C. Codrington of the Deland News was re-elected secretary and treasurer, and William M. Glenn of the Orlando Sentinel was made vice-president. T. E. Fitzgerald, Daytona News, Harry Brown, Lakeland Telegram, Lew B. Brown, St. Petersburg Independent, R. B. Brossier, Orlando Reporter-Star, and R. J. Holly, Sanford Herald, now constitute the board of directors.

Advertising Campaign for Canadian Fertilizer

The Canada Crushed Stone Corporation, Limited, Dundas, is marketing a new fertilizer called "Agstone" for which an advertising campaign is being placed in farm papers. The account is with the Hamilton Advertisers Agency, Limited, Hamilton, Canada.

The Roadfinder Company, manufacturer of Roadfinder, a lighting device for Ford cars, has also placed its account with the Hamilton Advertisers Agency. An advertising campaign in Ontario newspapers and motor publications is planned for this account.

Advertising Fills Church Every Sunday

The Rev. Clinton Wunder, pastor of the Baptist Temple of Rochester, N. Y., in preaching a sermon at the North Baptist Church, Camden, N. J., stated that advertising has aided him in filling his church every Sunday with a congregation of at least 2,000, many of whom had never been active in church work before. He stated that he believed in using modern business methods in that part of church work where it can be effective. He used newspaper display advertising in his campaign.

Chicago Mail Order House Reports Increased Growth

Philipsborn's, Inc., Chicago mail order house, had net sales of \$21,243,303 for the year 1921 as against \$14,171,944 for the previous year. Profits after all deductions were \$1,061,009 compared with \$1,072,781. The company has increased its customers from 330,000 in 1915 to 1,412,000 in 1920 and 2,089,500 in 1921. Net sales have increased from \$1,699,153 in 1915 to the figure of \$21,243,303 mentioned above.

The July 1922 sales of this company show an increase of 198 per cent over the sales of July a year ago. Net sales for the first half of 1922 were \$10,732,000 which represents the purchases by about 2,500,000 customers.

Ellis Larson with Maker of "Happy Home" Aprons

Ellis Larson has joined The Sterling Company, Chicago manufacturer of "Happy Home" apron dresses, as advertising manager. He was formerly advertising and sales manager of Sopkin Brothers, Chicago, apron manufacturers.

Will Advertise "Petrolene" Laundry Soap

Petrolene laundry soap, manufactured by Haskins Brothers & Company, Sioux City, Ia., will be advertised in newspapers in the Middle West. The O. J. McClure Advertising Agency, Chicago, is handling this campaign.

Easton, Pa., Advertising Club Elects Officers

The Advertising Club of Easton, Pa., at its annual meeting, elected Paul N. Welsh, president; John F. Hess, vice-president; Harry Shampatore, secretary-treasurer; and John W. Mann, financial secretary.

Southern Newspaper Campaign For Van Antwerp Powder

The Van Antwerp Drug Corporation, Mobile, Ala., is planning an advertising campaign in Southern newspapers on Van Antwerp's Soothe Skin Powder. The account has been obtained by The Chamber Agency, Inc., New Orleans.

Leo J. Walters, formerly with Rogers & Company, Chicago printers, has joined the staff of J. M. Bundscho, Chicago advertising typographer. He will serve as contact man in the Bundscho department of printing.

Todd Barton, recently with Donovan & Armstrong, Philadelphia advertising, has joined the staff of The Corman Company, New York.

No Competition in Michigan Means Lower Advertising Rates

Have you ever stopped to realize that there are only five cities in the entire state of Michigan outside of Detroit that have more than one daily newspaper?

Ordinarily no competition means higher prices, but this isn't so in Michigan. Compare Michigan rates with those of any of the five Central States, not including the one big city in each state, and you will find that Michigan with the least competition is lowest in rate—nearly one cent per line per thousand cheaper than the next lowest state.

It costs money to fight competition. Michigan publishers haven't that expense. They devote their entire time and energy in getting out better newspapers and developing their local fields, making them better advertising territories.

Then when you consider that the leading dailies in these cities have 85.3% of the total circulation of the state outside of Detroit, isn't there only one conclusion, and that is that Michigan would prove the most profitable state in which to advertise? We are sure of it and can prove it if you will use the 18 afternoon newspapers, each exclusive in its field, that make up the

Michigan League of Home Dailies

Albion Evening Recorder

Big Rapids Pioneer

Cadillac Evening News

Cheboygan Daily Tribune

Coldwater Daily Reporter

Dowagiac Daily News

Ionia Sentinel Standard

Manistee News Advocate

Marshall Evening Chronicle

Monroe Evening News

Niles Daily Star Sun

Petoskey Evening News

St. Joseph Herald Press

South Haven Tribune

Sturgis Daily Journal

Three Rivers Commercial

Traverse City Record Eagle

Ypsilanti Press

H. EDMUND SCHEERER

National Advertising Representative

MARQUETTE BLDG., CHICAGO

New York Office: 30 East 42nd Street - - - - R. R. MULLIGAN

Change In Representation

With pleasure, THE ARIZONA REPUBLICAN [Phoenix] announces the appointment, effective September first, nineteen hundred twenty-two, of

Williams, Lawrence & Cresmer Co.

Brunswick Building, New York
Harris Trust Building, Chicago

as National Advertising Managers of the ARIZONA REPUBLICAN.

Write for new rate cards showing no change other than the address of the new representatives in New York and Chicago.

The population of Phoenix is seven times larger than it was in 1900. Arizona's population has been multiplied by three in the same time. The assessed valuation of Phoenix has since 1900 multiplied 31 times. The intensely irrigated acreage surrounding Phoenix has been doubled since 1916.

Isn't this a good country in which to advertise?

ARIZONA REPUBLICAN

AN INDEPENDENT PROGRESSIVE JOURNAL

PHOENIX

ARIZONA

NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK

Williams, Lawrence &
Cresmer Co.
Brunswick Bldg.

CHICAGO

Williams, Lawrence &
Cresmer Co.
Harris Trust Bldg.

SAN FRANCISCO

M. C. Mogensen
Examiner Bldg.

LOS ANGELES

M. C. Mogensen
Title-Insurance Bldg.

SEATTLE

M. C. Mogensen
Henry Bldg.

Two Specialties, to Round Out Season's Sales

Ives Toys Take the Slump. Out of Off Periods by Selling Early in the Year

By Ernest H. Rowe

IT was no "stunt," no stroke of brilliant forecasting or fore-stalling, that carried the Ives Manufacturing Corporation's business for 1921 beyond the previous high record of 1920. It was nothing more or less than the momentum of a house policy which, gathering force steadily through normal years of consistent growth, carried the house like a tide over a year which others found full of shallows. The salient points of that policy are two. Point number one is that the Ives company has turned the toy manufacturing business into a steady, year-round business instead of a heart-breaking pre-Christmas rush. Point number two is to have your best customers, year after year, order Christmas stock in January and accept and pay for it in March, April or May.

Edward C. Ives began making iron toys and "floor" trains in Bridgeport in 1868. The other lines of toys soon were dropped and attention concentrated on the trains. In a few years they were running on tracks under their own clock-work power. Tracks became more like real railroads with curves and cross-overs, switches and semaphores. So did the rolling stock, with day coaches and Pullmans, baggage and freight cars, tenders and cabooses. Then came bridges, tunnels, stations, freight depots. Nowadays the clock-work locomotive is out of date except in the cheaper grades. Your twentieth-century boy is an electrician and runs a completely electrified railroad—electric locomotives, electrically lighted cars and stations, electric signals on train and track.

The reasoning used to run: Give the customer his "choice" of several different models at his

price so as to be sure to suit his individual taste. Different baits, so as to catch 'em all, was the idea. Now we know that, while it sounded right, it was really wrong. All the complications in manufacturing and selling would have been worth while if they had accomplished the purpose. But it did not work that way. With fewer numbers to set out on his counters, the dealer can stock the full line more heavily than he can when he is obliged to order a few each of a great variety in order to meet competition. He buys cautiously of all the models because he does not know which ones may be left on his hands while the popular ones run short. If he is a smaller buyer he runs exactly the same risk and exercises exactly the same caution in selecting the numbers to buy and the ones to omit. The result of unnecessary variety, therefore, is really under-buying. With the present reduced variety the great majority of Ives customers can and do buy every model up to their price limit and make up a larger total order because the element of guessing at demand is substantially eliminated.

TRADE AND CONSUMER ADVERTISING, HAND IN HAND

Fifteen years ago, the Ives company launched a national advertising campaign which has grown greater each year. The two lines of consumer advertising and dealer advertising are followed with equal aggressiveness. Boys' magazines are used the year around, the largest amount of space being employed in October, November and December for the holiday season. A few family magazines are employed in much the same way to tell the story to

father and mother. Business papers carry the Ives message to the toy, hardware, sporting goods and electrical trades, including the public utility electric companies, every month in the year. Full

Easter hats, June weddings, summer sport goods, fall school outfits, winter clothes, and then Christmas—that keep the gross volume fairly even. However, the steady hammering at consumer demand by popular magazine advertising, and the example of steady toy business done by the specialty stores, are having their effect on the "off-season" trade of the department stores. More about that a little farther on.

Advertising copy is written by men who remember their own boyhood well enough to know that the normal boy is instinctively a "fan" on everything he is interested in. We older fellows can usually see and admit some good points in most of the rival claimants for our patronage. But when we were just kids there was just one good one. It was superlatively good and all the rest were punk—be it skates, baseball nines, air rifles, high school teachers, street gangs, or what not. Sell the boy, and it is as much

as dad's life is worth to attempt to hand him something of a different make.

Advertising, according to C. L. Rivenburgh, sales manager, had much to do with the gratifying results in 1921, especially the policy of an expanding programme. "For some time," he said, "I had believed we should use the newspapers to stimulate trade for our customers in cities where the amount of our business warranted it. So, under the extraordinary conditions of last year, we took that forward step. For five or six weeks before Christmas we used fairly generous space in Sunday editions and on



Every boy loves boats and trains

Boys can have a railroad all their own, or a wonderful fleet of ships that look just like original models—perfect even in small details. Ives Trains and Ives Boats are sturdy American Toys that will last for years with proper care.

The locomotives run by electricity or springs and whirr around on miniature tracks with stations, switches, sidings, tunnels, bridges, crossing gates and signal lights and a wonderful assortment of passenger cars, freight cars, flat cars, lumber cars, oil cars and cabooses. A boy can have a complete railroad system that will be the best fun in the world.

Ives Boats, like Ives Trains, are miniature copies of original models. They are built of steel, hand-painted and are operated by long-running spring mechanisms. These are wonderful submarines that dive, ocean liners, freighters, motor boats and destroyers.

A fleet of Ives ships or an Ives railroad system will make all other toys neglected. They are just what every boy wants.

Read the for Ives Double
of Trains and Boats

THE IVES MANUFACTURING CORPORATION
120 Holland Ave., Bridgeport, Conn.



Ives Toys

Make Happy Boys



"BOY" COPY IN GENERAL MEDIUMS

pages and double spreads are the rule, and results justify it. One double spread in a business paper very recently brought in, among the usual inquiries, new accounts of considerable size from two exceptionally strong concerns.

Distribution through the four trades mentioned is quite consistent at all seasons with, of course, a big increase for Christmas. In the department stores the old in-season flood and off-season ebb of trade lingers with more tenacity. That is due, perhaps, to the fact that, being department stores, their business year is made up of an unceasing round of seasons—spring suits and housefurnishings,

Clean Journalism and "Truth in Advertising"

We hear much and read much, today, in respect to Clean Journalism and "Truth in Advertising," as newspaper ideals.

The Christian Science Monitor prints only Clean News, and "Truth in Advertising" is not merely a slogan in the Monitor offices, but a definite rule, applied to the acceptance of advertisements ever since the Monitor was established, in 1908.

An advertisement in The Christian Science Monitor is an endorsement of Clean Journalism. Readers of the Monitor appreciate this fact, and, because they themselves believe in and support Clean Journalism, they naturally have a desire to patronize the Monitor's advertisers.

A point of particular interest to national advertisers is that every merchant who advertises in the Monitor (there are over 3,000) receives the copies which contain his advertisements. Many of these merchants are regular readers of the Monitor.

Through this newspaper, therefore, the national advertiser tells his story to a select group of retail distributors, as well as to a desirable element of the buying public.

We have just issued a booklet containing a list of the Monitor's 3,000 retail advertisers, located in 350 cities of the United States and other countries, together with fac-simile letters telling what some of them say about the value of Monitor advertising. We will be glad to send a copy of this booklet to any National or Local Advertiser.

The Christian Science Monitor

An International Daily Newspaper

Publication Office, 107 Falmouth Street, Boston, Massachusetts

The only paper to gain in 1921

THE year 1921 marked the CINCINNATI TIMES-STAR'S *fifteenth consecutive annual gain* in display advertising — a *gain* of 990,087 lines. All three of the other papers lost, as follows: 1,091,215, 668,216 and 277,507 lines respectively.

The TIMES-STAR published 10,641,904 lines of display advertising, an *excess* of 2,731,535 lines over the second paper, including Sundays, and an *excess* of 3,795,063 lines over the third paper.

Each of these fifteen years it was not only first in volume of display lineage published, but each year it surpassed its own supremacy of the year before.

Fifteen years it has borne the indelible stamp of increasing preference of both local and national advertisers — a preference the result of experience.

This preference of fifteen years averaged an *annual excess* of over one million lines *more* than the second paper, including Sundays, and over two million lines *more* than the third paper.

A *fifteen year supremacy* — last year the greatest — is the CINCINNATI TIMES-STAR'S invitation to advertisers.



CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

one or two weekdays. It worked. It relieved us and our trade of a lot of anxiety by moving the goods off their counters better than they had ever moved before. That experience so confirmed our judgment in undertaking it that this year we will do the same thing in a dozen or fifteen cities all the way from Boston to Los Angeles. In the copy we feature all the stores in town that carry our line and of course we tie it in with our magazine advertising."

The big business of last year came about partly and quite naturally from another outstanding feature of Ives practice, which was revolutionary when it was begun. Until a dozen years ago the salesmen were idle the first six months of the year. The rule was that they started for their territories so as to begin seeing their customers on the Monday following the Fourth of July. From Christmas until then they loafed about the office to meet such of their customers as dropped in. It was the custom of the trade to do that in the spring—just to look around, not to do any buying. Not over fifteen or twenty per cent of the year's business, in those days, was done during the first two quarters; now the proportion is well over half.

"I remember my first trip," said Mr. Rivenburgh, "when I came here twelve years ago. I was started out about the sixth of June, and we all wondered then if it wasn't a little too early. It was expected that about all I would do for four weeks would be to turn in expense accounts

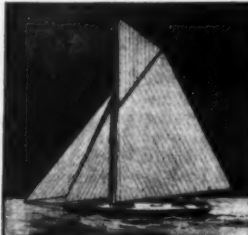
and weather reports. I did enough better than that, however, to warrant starting all the men out about that time, the next year. The year after that we moved the starting

date forward to March. That broke the ice and the precedents so completely that the following year we plunged the whole distance by starting out the day after New Year's. We call, from the very first of the year, on every customer in town."

Get the psychology of that practice. All the impressions of the biggest toy selling season of the year are fresh in the buyer's mind. He knows exactly what he can do next season because he is full of what he has just done. It is really easier then for him to decide the elements of his next season's purchases than it is later in the year when succeeding

seasons have to some extent blurred his clear impressions of the Christmas trade and when, to make sure of careful judgment, he must refresh his memory by hunting up and studying again the past season's record. You get the benefit of his suggestions and complaints growing out of experience that is only a few days old.

So the Ives sales force set out on January 2, as usual, and booked business, as usual, for the 1921 Christmas season. The goods were delivered and paid for before the depression was fairly under way. Then did this manufacturer chuckle and pat himself on the back for being so lucky as to have passed the losses of a bad year on to the other fellow? Anybody who is clever in that par-



Ives Model Yachts

THIS year will be a great year for miniature yachting.

Ives Model Yachts are beautiful reproductions of the large fast sailing yachts.

These yachts are furnished as complete units if desired, giving you the pleasure of building your own yacht, or you may have completely finished in either ship, schooner, or ketch.

Ives Model Yachts are not toy boats, but are designed and built by experts.

See the model yachts at:

- W. H. Macy & Co. (Sixth St. window).
- Quintel Bros.
- Turner Toy Shop, Penn. Station Arcade.
- Turner Toy Shop, 43 Cortlandt St.
- Abraham & Straus, Brooklyn.
- L. B. Sussman & Co., Newark.

Also at our New York Store Room, No. 124 Avenue 100, Avenue Building, New York.

Send for a book, "Yachts, Boats and Sailing," which fully describes it.

The Ives Manufacturing Corporation
200 10th AVENUE NEW YORK CITY

Ives Boats

TOY YACHTS HAVE PROVED A
POPULAR LINE TO ADVERTISE

ticular way has the peak of his business career behind him and is traveling on the downward slope. Having got its goods into the customers' hands, the Ives organization pitched in to help them get rid of them when the selling season came. The innovation of local newspaper advertising, already mentioned, proved highly successful. Besides that, a little extra pressure was put into another regular practice. The salesmen's selling season is mainly over by mid-October. From then until Christmas they are just as busy as ever but their work becomes different. They take their coats off in their customers' stores, help lay out the toy display for the holidays and instruct the regular and extra salespeople in selling the stock.

One rather big store, for example, sold a very good stock of trains but a disproportionately small number of transformers. Their trade preferred dry batteries, was the report. In a two-hour demonstration the Ives salesman sold ten trains, and a transformer with every one. He showed that the trouble was not that the transformers were being refused, but that they were not being offered by the salespeople. Just a few days before Christmas the factory notified the sales office that there were on hand some hundred-odd dozens of certain numbers which were being discontinued. New York City was the only possible market in the four or five days which remained of the holiday shopping season. Practically the whole lot was put into one large department store on consignment, and an Ives salesman along with them. He cleaned up the consignment, and the store's entire regular stock besides.

We are not through yet with the factors that entered into the big business of 1921. So far only the toy trains have been mentioned. The war stepped in, and brought a new product—mechanical boats. Until 1915 Germany was the source of supply to the American trade. So long as the Ives business was confined to toy trains,

trade was brisk during the first three months of the year, the specialty stores furnishing the bulk of the business. Then there was always a lull until the toy buyers of the big department stores came into the market in the early summer. Again there was a falling off in the late summer before the smaller trade began to buy for the holidays. A filler for these spring and summer gaps was desirable, and the sudden dearth of mechanical boats supplied exactly what was needed. They sell wherever there is a tub and water enough to fill it for a boy to play in. They sell during the entire year, with the principal demand coming from March to September.

When the war ended, German competition might well have been expected to make serious inroads on this new branch of the business. On the contrary it is doing twice the volume it did during the war. Why? For the reason that, if a boy gets water in his boat and rusts the clock-work so it will not run, that is the end of it if it is a foreign boat. With an Ives boat he can lift off the deck house, buy a new spring and put it in place in five minutes.

Last year the Ives boat line was augmented by adding miniature sail boats and yachts modeled, in hull and rig, after the best and fastest of the big fellows. Requiring comparatively large bodies of still water, and some knowledge of sailing, besides running into more money than is usually thought of as the price of a toy—the retail price range is from \$20 to \$45—the market for these boats is rather definitely restricted to the seaport and lakeport cities. That is just as well, because quantity production is not sought in this line; much of the workmanship is handwork. It is distinctly a quality line, carrying an appeal to a new circle of patrons with money to spend for their own enjoyment and that of their boys. For, since these boats permit the practice of no small degree of nautical skill, many boys of larger growth buy them and sail them.

ROBERT SMITH COMPANY

*A Complete Direct Mail Advertising
and Printing Service*

THE quality and effectiveness of the Direct Mail campaigns produced by this organization are due not only to the ability of the Service Department to render the highest type of merchandising experience and to the ability of the Art Department to make pictures which sell, but to the ability of the men in the composing room, the foundry, the press room and the bindery to produce work of high quality from the printing standpoint.

In the printing business, as well as in Direct Mail Advertising, the Robert Smith Company has gained an enviable name for the quality of its workmanship and the effectiveness of its creations, due to the fact that here is an organization composed of specialists in every branch of the printing art—men whose pride in their work is professional, and whose ability to work together in perfect harmony and accord is one of the fine examples of American industry.

If you are looking for this same co-operation in printing, or in Direct Mail Advertising, let us know when it will be convenient for you to see our representative or drop us a line asking for full information.

ROBERT SMITH COMPANY

230 North Washington Avenue
Lansing, Michigan

ADVERTISING ART ENGRAVING LITHOGRAPHING
ELECTROTYPING PRINTING BINDING



Results Depend on Appeal

Your mailing folders can be frequent, attractive, and varied—yet economical if they are prepared on Hammermill Cover.

Circulars, Folders, Self-Covers, any form of mailing can be used inexpensively, and in colorful variety, by selecting your stock from Hammermill cover samples.

Your printer can supply you with samples of Hammermill Cover or you can obtain them by mail by writing Hammermill Paper Company, Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

*For Booklets, Folders, Broad-sides, Catalogs, and all
Direct-by-Mail Advertising*

Races and regattas are held with all the accompaniments of the big ones. Such a genuine sport has it become that some of the amateur sports magazines are used to advertise the line during the season of "open navigation" for craft of their class. That season coincides fairly closely with the dips in the train selling curve and helps to straighten out the line of total sales.

Dallas Optometrists Advertise Co-operatively

Members of the Dallas Optometric Society are advertising co-operatively in newspapers and in one advertisement headed "Wear Glasses to Protect Vision," give the following message:

"A mechanical engine cannot give perfect service with the most intricate of its parts worn; nor can the body furnish that which is essential to happiness and prosperity—health, if the eye-sight is impaired.

"In the selection of glasses many people prefer rimless lenses. The advantages of this type of glasses are many. They are stylish, artistic, light in weight and are proper for both business and social wear.

"We have all types and styles of glasses and are at any time glad to aid in choosing a pair for YOUR particular likes and requirements."

The copy is followed by the names and addresses of the society's members.

A Sale for the Sake of Alimony

Advertising for the public to buy safes to help him pay \$10,000 alimony to his wife recently was conducted by Charles Rosengard, of Haverhill, Mass. His wife has been suing him on the allegation of cruel and abusive treatment and failure to provide properly for his family.

Rosengard inserted the following piece of copy in the Haverhill *Evening Gazette*:

"Notice to the public—Now is the time to buy your safes from me, as I need \$10,000 to pay my wife what she has sued me for (if she wins). I will sell very reasonable and have a large variety. Charles Rosengard, Tel. 3617, 801 Main Street."

Indianapolis "Star" Advances Paul Morgan

The Indianapolis *Star* has appointed Paul Morgan as manager of its merchandising and promotion department. He succeeds Russell E. Smith. Mr. Morgan has been assistant manager of this department and, previous to his connection with the Indianapolis *Star*, was advertising manager of the Columbia, Mo., *Missourian*.



In
Bridgeport,
Conn.

On Labor Day S. Z. Poli will open his Palace Theatre which has just been completed at a cost of \$2,000,000. Mr. Poli owns four other theatres in Bridgeport and is close to the people's pocket-book. He stakes \$2,000,000 on the market. You can make your product dominate the market with a very small fraction of his investment.

I. A. KLEIN

50 East 42nd Street
New York

Ft. Dearborn Bk. Building
Chicago



The
Post-
Telegram
Only A. B. C.
Papers

The Danger of the Trial Order

Salesmen Who Get Peanut Size Orders Regard Selling and Stocking the Trade as Unnecessary

By S. C. Lambert

A FOOD product that was a big seller in many markets had not been introduced into certain large Middle Western sections. But about eighteen months ago the company was ready to invade these markets. The regulation tactics were used. First a crew of men covered the retail trade and took missionary orders for the jobbers. These orders were the customary single case, trial orders. The jobbers filled them and bought a few extra cases. Then the advertising started—good, regular copy.

Almost nothing happened, except that the cost to sell in those markets was tremendous. The district sales managers explained that it would take patience, a long, hard pull, conditions were unfavorable, the market was conservative, other brands were thoroughly established and all the other customary, regulation alibis. The house became convinced that it was a case of sticking it out. Month after month, the salesmen went around and the advertising continued and the cost to sell per case stayed very, very high. Dealers were not interested, many refused to buy the second time after they had sold out the first case and gradually the men began to slow up. Things became stagnant. The head salesmen ran out of alibis and became sulky and dissatisfied.

Then something happened. In one of the cities, a new retail man was employed. He wasn't the regulation type of retail "pedler." He slashed in and bullied his way through his territory. Instead of taking one-case orders, he took ten- and twenty-five-case orders. He was one of those rare individuals, the natural born salesman—probably he will be a \$25,000 sales manager in the future. He stood out head and shoulders above the rest of the salesmen.

After this chap had sold his large orders, he went over the same trade and unpacked the goods and made tremendous displays in each store. He jollied and bullied his way through obstacles and objections. Sheer nerve and audacity often carried him over difficulties. Other and older and "wiser" salesmen said it was beginner's luck and the wisdom of ignorance. Possibly that was true. He didn't know that he was doing the "impossible." But the trade got the goods and the salesman made each dealer display them. There was so much in each of those stores, that displaying it at all made it dominate the situation. He had only a handful of stores, compared to the long routes the other men made for themselves. But he stayed with those few stores and he coaxed and cajoled the clerks and the owners into pushing his line. As fast as the pile went down, he pushed another order through and replenished the stock. Because the line really had merit it repeated and because the merchant had a big stock, he had to take a continued interest.

It wasn't long until the other salesmen got the cue and began taking one twenty-five-case order in a day rather than a half dozen one-case orders. Certain stores began to realize that the line was the leader so far as they were concerned. Then the advertising seemed to take hold to better advantage and the ball was on its way, rolling strong.

The moral is obvious. We have been depending too much on advertising to create consumer demand to force the dealer into line. Salesmen have become weak in the back and in the head. The men who ten years ago could see nothing in advertising have become converted to the point of leaning over backward or else the

SURVIVES SOAKING IN THE SEA

—

LAST summer a small safe full of valuable stock certificates was stolen from the country home of a prominent New York banker. The thieves bored holes in it to get it open, and took out money and valuable jewelry, and then sunk the safe in three fathoms of water in Manhasset Bay, where the sea flowed in and out for nearly four months. The thieves were captured, confessed and the safe was recovered by divers.

The securities were spread out and dried and were then easily legible, and with care could be handled, and were of course redeemable.

Here is another proof of the importance of a tough and durable all-new-rag paper for the engraving of valuable securities.

All the stock certificates in the safe were engraved on Crane's Bond.

100% selected new rag stock

121 years' experience

Bank notes of 22 countries

Paper money of 438,000,000 people

Government bonds of 18 nations

Crane's

BUSINESS PAPERS

"Dear Mr Johns"

Chamber of Commerce
of the
United States of America

Hills Building
Washington, D. C.

August Twenty-first.

Dear Mr. Johns:

One side of The NATION'S BUSINESS which has not had the emphasis it deserves, I believe, is the high personal purchasing power of the executives we are reaching. Here are corporation officials whose yearly income places them well above the average in personal requirements and in ability to satisfy those generous requirements.

They are the kind of men also whose endorsement by use of a shaving soap - a watch - a tire, or an automobile - means much to that product in the organizations and communities where they are the successful industrial leaders.

Just how well paid these corporate executives are, is indicated by government figures recently published. The combined total salary paid by corporations to their officers during the last year recorded is \$709,568,193. Of this amount, how much do they spend for automobile transportation? 5% annually would make a 35 million dollar market. 10% would total 70 million. One set of tires a year would mean a 12 million dollar tire market!

What other class can you think of that either draws as much or spends as much annually as the leading business men of the country? What other magazine commands a more direct right-of-way to its audience than The NATION'S BUSINESS to the Executive Class audience?

The sweep of a campaign before 75,000 influential buyers is something to be reckoned with. Add the bull's eye directness of The NATION'S BUSINESS to this rich personal sales market.

Very truly yours,

Victor M. Hixson

Director of Advertising

THE NATION'S BUSINESS.

Mr. Wm. E. Johns,
George Batten Company,
New York, N. Y.

P. S. Our rate is about half the average class rate.

Number Three of a Series

new generation of retail men has been so thoroughly schooled in the force of advertising that it has come to regard selling and stocking the trade as unnecessary.

Overloading the trade is poor business. But underselling is just as dangerous. Underselling means that the dealer does not take an interest in the article. It means that he is glutting his store with odds and ends that he doesn't take seriously. The salesman who goes from store to store overselling the advertising in order to get a "distribution" of one case is dangerous to his house. Instead of selling the dealer properly, he is only making the market appear as if it had distribution when it is really worse off than if it had never been touched. It is this muddying of the water that makes it so expensive for the line to be finally introduced. There is too much ladylike, pussyfooting "selling" being done by pathetic, timid creatures who creep from store to store with an apologetic look and spineless body, supinely entreating the merchant to inspect the "tremendous advertising campaign" which is going to create a "tremendous demand."

ONE SALES MANAGER'S VIEW OF THE SITUATION

Here and there sales managers are commencing to get down to a realization of things. One of them wrote recently to his men: "Ten years ago when I was on the road, we used now and then to get 'bawled out' by the credit department for overselling a dealer. I appreciate the dangers of overselling. But I appreciate it when our credit man tears his hair and threatens to cut down the quantity a man sells. I don't see that enjoyable sight often enough these days. I don't want you chaps on the road to worry about overselling. Leave that to us here in the house. Remember, more men have lost their jobs for underselling than ever lost them or will lose them for overselling." "Cut out the pink-tea salesman-ship," another man suddenly wrote to his crew. "Our job is to sell

goods. We're not buyers. We're not kindergarten teachers or nurse girls. We've got to get back to the raw meat days of salesman-ship. We've got advertising and dealer helps and a service department and a lot of other trimmings and garnishings to help us these days, but let's remember that the other houses have them, too, and that in the final analysis, man power is what sells the goods. Figure up how much a man can use of all competitive brands, multiply that by two, and fight for that size order for our brand. Let the competitor take care of himself. He is able to do it, from the appearance of your territory the last look I had at it.

"Some of you boys remind me of a young lady department store clerk. If anybody wants to buy something, he has to take it away from her. When you get through with a dealer, let him feel he has been called on by a salesman."

The man who wrote the above is no longer actively selling goods. He has climbed up from the ranks of salesmen but every now and then he takes time to get out on the territory. Recently, he has been hearing so much about unwillingness to buy, strikes, hard times, cheap competition, unfavorable conditions and all those things he slipped quietly away and went out to see what things were like. Once upon a time he had been so good a salesman that he was promoted. He went out to a suburb of New York and cleaned up a busy section inhabited by the poorer and medium classes of working people. He came back with a book full of orders and blood in his eyes.

"What our sales force needs is to understand that merchandise must be sold. The dealer isn't buying anything any more. He expects to be sold. Salesmen must again expect to be thrown out bodily. That pleasant indoor sport is again the privilege of the retail merchant. Also salesmen must be prepared to go back and take away the order."

"Golf is all right," an old executive said to me a few days ago,

We Know Cincinnati

DO you know that The Cincinnati Post has a larger circulation, by 30,000, than the second evening paper, and almost three times as much circulation as the first morning and Sunday newspaper?

Let our Merchandising Service Department help you thru trade investigation and survey work in this market.

Call, write, or wire for information desired.

The Cincinnati Post
A Scripps-McRae Newspaper
Member A.B.C.

in Galveston



But —

in New Orleans
it's the
Item

"but golf isn't selling merchandise. Getting away three or four afternoons a week to play golf is weakening the mental force of our sales executives. While they are out taking care of their shapes, the rest of the office lags, and the men on the road catch the disease. Too many of us think that Saturday is Sunday and both of them are days of perfect rest. We stroke our manicured fingers, gently stick our mouthful of chewing gum under our desk, light a dainty cigarette and write a memorandum to the man higher up and tell him about conditions. We're a lazy, tea-drinking coterie of mollicoddles and we won't wake up until somebody gets busy and takes our business away from us overnight through sheer hard work. Orders are to be had in good quantity but until we go out and dig them up by the roots we won't get any place. And so long as we dilly-dally around with little peanut size orders and put ourselves on the back about our perfect distribution and wait for weak-kneed, pretty advertising to do the whole thing, just so long will we also wonder why the volume isn't bigger.

New Business-Paper and Direct-Mail Campaigns

The I. J. White Company, manufacturer and distributor of bakers' machinery and equipment, and the Vogue Cap Company, both of New York, are planning business-paper and direct-by-mail advertising campaigns.

These campaigns will be directed by The Waverly Company, New York advertising service.

K. K. Hoagg with Hyatt Roller Bearing Company

The Hyatt Roller Bearing Company, Detroit, has appointed K. K. Hoagg as advertising manager of the motor bearings division. He will also supervise sales promotion and commercial research work for this division.

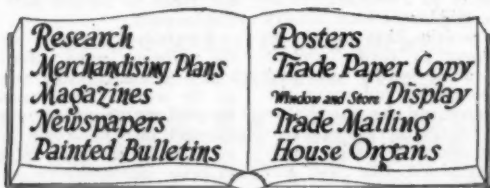
Atlanta Office for Sacks Agency

The Sacks Company, Inc., New York advertising agency, will open a Southern branch office in Atlanta, Ga., on September 1. The new office will be under the management of Charles F. Kelly.



W.S. HILL Company

Complete ADVERTISING Service



8 West 40th St
NEW YORK

Vandergrift Bldg
PITTSBURGH

The KNIT GOODS GROUP

Knitted Fabrics
Apparel

The
Underwear & Hosiery
Review

Sweater News
and
Knitted Outerwear

The Journals of the Knit Goods Trade

Published monthly
by

THE KNIT GOODS PUBLISHING CORPORATION

321 Broadway, New York, N. Y.

The Railway Strike and Marketing

(Continued from page 19)

Board. Contrary to the prevalent belief, the labor leaders absolutely rejected this proposal. They reserved without qualification the right of employees to strike rather than abide by decisions of the Board. They said in their letter to President Harding: "The employees have always taken the position that *as long as they continue to render service* they shall abide by the rules and working conditions and accept the wages determined by the Labor Board." In the very next sentence they said: "It has been universally admitted that the employees, *in exercising their right to suspend work upon non-acceptable conditions* are neither violating the law nor the decisions of the Board." The thing they say "has been universally admitted" has never been admitted by anybody outside the labor unions, and the language used by them could not possibly mean anything but one thing, and this is that the labor unions reserve for their members the "right" to strike at any time they see fit against any and every decision of the Labor Board which imposes what they regard as "non-acceptable conditions." Once it is clearly understood that the railway labor leaders still reserve, as they always have reserved, the unrestricted right of their members to strike against "non-acceptable conditions," even though these have been established by the Labor Board, it is easier to understand the respective attitudes of the railway managers and the labor leaders on the question of seniority rights.

The seniority rules now in effect on the railways were adopted by the Railroad Labor Board at the instance of the labor unions themselves. In every railway shop there is a seniority list which begins with the name of the man who has been employed con-

tinuously the longest, and ends with the name of the newest employee. Employees having the highest seniority rights have the privilege of choosing what work they will do. Furthermore, and most important, in periods of depression when men must be laid off, the managements, under the seniority rules, must begin at the bottom with the newest men and go on up the list, in consequence of which seniority carries with it the right to certain and regular employment.

Naturally, in case of strikes the railways must offer inducements to men to stay at work or go to work. They cannot keep the railways running unless they can get men to work. As soon as the strike was ordered, the railway managements, as an inducement to get men to stay at work or go to work, promised them seniority rights and announced that striking employees would sacrifice their seniority rights. They assumed that they had the approval and support of the Government in doing so. The chairman of the Labor Board had said at the time the strike was called that the strikers "thus automatically abandoned all the rights they possessed under their agreements and under the decisions of the Board, *including their seniority.*" The longer the strike went on the more men the railways got to work, and in consequence the more important the seniority issue became. To take the strikers back with their full seniority rights would be to violate the promises of the railways and to destroy the incentive of men to work in case of future strikes.

The leaders of the striking unions having in their letter to President Harding expressly reserved the right to strike in future had increased the importance to the railways of following a policy which would make it more difficult in future to secure strike votes or to win strikes. The labor unions' position upon the seniority question was stated by one of their spokesmen as follows: "The



For the letter that's picked
from the "Common Herd"

DANISH BOND

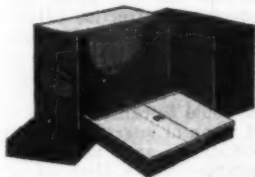
ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

FROM the mass of commonplace daily correspondence a few letters stand forth with clean-cut distinction. Their unmistakable snap and crackle of quality create an immediate and favorable impression.

They make a successful approach because they are written on high grade (and usually high priced) bond paper.

Danish Bond is a high quality paper sold at a price that is extremely moderate. "Hand-sorted" rags, the purest artesian water and seasoned, conscientious skill combine to produce its unfailing excellence.

Danish Bond—in white and ten colors—is recommended by all good printers. For letterheads—for statements, bills, announcements, folders, broadsides and other direct advertising uses—it can always be depended upon to give satisfaction.

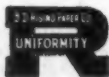


DANISH BOND EXECUTIVE CABINET

Holds 250 sheets of Danish Bond with envelopes to match. A distinctive, dust-proof desk accessory that has been enthusiastically welcomed by business executives, merchants and professional men and women.

A post card will bring samples and full particulars.

DANISH LEDGER
DANISH LINEN



DANISH KASHMIR COVER
DANISH INDEX BRISTOL

Made in the Hills of Berkshire County by the

B. D. RISING PAPER COMPANY

Housatonic, Massachusetts

The Uncommon Good Will Value

of this magazine is manifested in the recent "stocking up" by a Middle West dealer of a product not previously handled by him, just because the manufacturer advertises in *The Messenger of the Sacred Heart*. Name of dealer and product to any advertiser or agency desiring it. Women subscribers; large families; huge Catholic institution market; established dollar-for-dollar leadership; immense secondary circulation.

300,000 Guaranteed

(No Canvassers Employed)

Messenger of the Sacred Heart

"Heart and Soul Appeal"

154 Nassau St., New York, N. Y.
1419 Lytton Bldg., Chicago, Ill.



Drive home

your sales message with speed and snap! Use Arkin pictures to put "kick" and "punch" into your Ads, House Organs, Direct-Mail Advertisements, Circulars, etc.—and sell more goods! Over 650 "peppy," pointed illustrations (for every purpose) in the new Arkin Cut Book. Now ready!

A FREE OFFER

—to those who buy Arkin Cuts at any time—for the dollar you mail will be credited on your first order for only \$3 worth of cuts. Pin a dollar to this ad and mail it now! Send to

ARKIN ADVERTISERS SERVICE
Dept. 21 422 S. Wabash Ave., Chicago

real issue as we see it is the status of the men on strike. We hold that they are not dismissed from the service—that they have not resigned. They are awaiting the settlement of their differences and all rights as employees are suspended, so to speak, contingent on whether or not they go back to work."

This means, in effect, that railway employees have a moral right to strike for any reason they see fit, even against the decision of a government body, and for the express purpose of interrupting transportation and inflicting unlimited injury upon the railways and those dependent on their service, and later to be taken back into railway employment on as good or better terms as men who stay at work or go to work and who thereby help to prevent the intended interruption of transportation. It is so obvious acceptance of this theory would tend to encourage strikes in future and to increase the power of the labor unions to interrupt transportation and compel the railways and the public to grant their demands, however unreasonable, that it never can be accepted by the railways or the public without greatly increasing the uncertainty as to whether transportation service can be maintained without frequent interruptions. But frequent interruptions of transportation would mean frequent interference with the carrying on of business of any kind, and this would be destructive of the welfare of everybody. Business cannot prosper unless it can be carried on with a high degree of immunity from such uncertainty as would be caused by the danger of frequent interruptions of transportation; and unless business prospers the welfare of all, including workingmen, will be destroyed.

There are lessons of the great importance in the railway shop employees' strike and it is vitally necessary that the public shall learn them. We have now had one nation-wide railway strike, which has demonstrated,



Where Legislators Get Their Facts

WHEN a senator or congressman arises in his seat and produces facts and figures to back up his argument, in many instances he gets his information from the *Scientific American*.

No other magazine is so often quoted in Congress or elsewhere, or accepted so instantly at face value, as the *Scientific American*.

—because its articles are authentic.

It is pre-eminently the magazine read by "Captains of Industry," the men who dictate policies, establish business and who do the thinking for the country.

Tests in industrial plants, offices, libraries and clubs prove that its circulation of nearly 100,000 reaches a half-million readers, each copy averaging five readers.

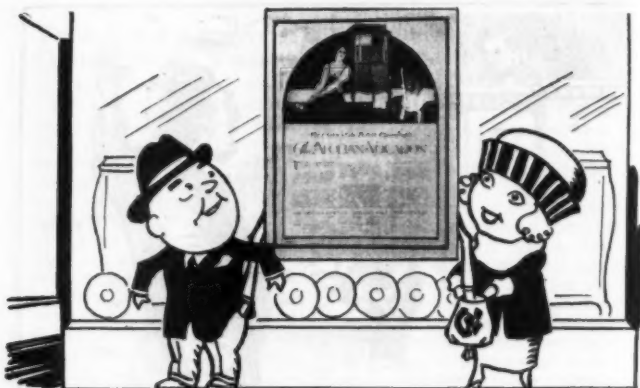
Space in the *Scientific American* carries a real, potential value. It reaches the man who does, or will do big things.

SCIENTIFIC AMERICAN

MUNN & CO.

Woolworth Building, 233 Broadway, New York City
Tower Building, Chicago
625 F. St. N. W., Washington

Hanna Building, Cleveland
Hobart Building, San Francisco



“Giant Ads” Get the Cash!

Your general publicity has awakened interest. The victim has mentally accepted your arguments for your product. He is persuaded. He saunters forth unsuspecting. He passes the store where your goods are sold. STOP! One of your

“Giant Ads”

has gripped him. Here it is—your argument again—but twice—three times—as effective. *Right here* the victim can get your product. If he hesitates he is lost. HE HESITATES! (Curtain.)

We know how to make “Giant Ads” so that they faithfully reproduce all the zest, all the smash of the original in one, two or more colors. We will make as many or as few as you need, make them as cheap as a good job can be done for, and deliver them as we promise. Write for samples and our rate card.

We are also specialists in reproducing and printing enlargements, reductions or facsimiles of Maps, Charts, Diagrams, Office and Factory Forms, Data Books, Code Books, Line Drawings, Photographs, Wash Drawings, Legal Exhibits—in short anything printed, typewritten or drawn. This is a specialty we have developed and no one has yet equaled our service. Our equipment for producing broadsides and other large sheets is second to none. Write for our booklet.

NATIONAL PROCESS COMPANY, Inc.
117 East 24th Street New York
Pittsburgh Office: 703 Century Bldg.; Phone Smithfield 1482

contrary to a widespread belief which formerly prevailed, that they are not only not impossible, but not even improbable. We have heard the labor leaders expressly contend that the unions have at present the legal and moral right to strike for any reasons which seem sufficient to them, even though against a decision of a government body on which employees, the railways and the public are equally represented. These developments establish beyond any question the proposition that existing laws are insufficient to prevent nation-wide railway strikes and afford the strongest reasons for believing that such strikes will occur in future unless legislation to expressly prohibit them is passed, and sufficient power to enforce such legislation is given to some branch of the Government.

The difficulty of enforcing legislation providing for compulsory arbitration of railroad labor disputes undoubtedly would be very great, but the country has been brought squarely face to face with the fact that it must either try compulsory arbitration or leave the power to precipitate nation-wide railway strikes at any time in the hands of men who already have exercised this power once, and who have expressly reserved the right to exercise it again at any time they see fit. There are those who will contend that Government ownership is the only real preventive of railway strikes. They forget or ignore the fact that strikes repeatedly have occurred on state railways in other countries, and that the railroad labor unions of the United States expressly reserved the right to strike even when the Government was operating our railways as a war measure, and that several strikes, very harmful in their effects, although not nation-wide in their extent, actually did occur during that period.

The Doylestown, Pa., *Daily News* has appointed S. G. Lindenstain, Inc., New York publishers' representatives, as its national advertising representatives.

New Officers and Advertising Plans for AnSCO

Horace W. Davis, has been elected president of the AnSCO Company, Binghamton, N. Y. He was formerly vice-president of the Finance & Trading Corporation, New York. He is also president of the Horace W. Davis Company, New York, and was at one time president of the Stanley Insulating Company, makers of the Stanley non-breakable vacuum bottle.

L. D. Field, formerly sales manager of the AnSCO Company has been elected secretary. He is succeeded by C. H. Anthony who has been appointed sales manager in charge of sales activities in the field.

John S. Norton, vice-president of The Philip Ritter Company, Inc., New York advertising agency, has resigned, effective September 1, to join the AnSCO Company as assistant to the president and will direct the sales and advertising policies of the company from Binghamton.

The AnSCO Company is carrying on a newspaper campaign in a number of cities to advertise its "Speedex" film and plans to start a national advertising programme in the fall to stimulate the holiday sales of AnSCO cameras.

Made Officer of Lyndon & Hanford Agency

C. H. Kaletzki, who has been manager of the Syracuse office of the Lyndon & Hanford Co., Rochester, has been elected a vice-president of that agency. He will continue to direct the Syracuse office.

This office has recently obtained the accounts of the Airdry Corporation, maker of electrical devices, the John Marsellus Casket Company and the Cummins Working Barrel Co.

Has "Moon-Glo" Silk Account

J. A. Migel, Inc., New York, manufacturer of "Moon-Glo," "Migel," "Pieretto" and "Tally-Ho" silks, has placed its advertising account with Harry D. Phillips, New York advertising agency.

Clark Equipment Account with Bellamy-Neff

The advertising accounts of the Clark Equipment Company and the Clark Tractor Company, Buchanan and Battle Creek, Mich., are now being handled by the Chicago office of the Bellamy-Neff Company.

T. L. Clapp with Spencer-Lay

Truman L. Clapp, for several years Eastern manager of the *Automobile Trade Directory* and more recently associated with *Automotive Merchandising*, has joined The Spencer-Lay Co., Inc., New York advertising agency, as an account executive.

It is
THE BILLBOARD
 only
 in the theatrical and
 show world.

Let us show you.

We can demonstrate to your entire satisfaction that The Billboard's circulation among actors, actresses, advance agents, playwrights, scenic artists, showmen, etc., etc., is twice that of all the other little papers serving this class.

Member A. B. C.

1493 Broadway
 New York

35 So. Dearborn St.
 Chicago



Bureau of Canadian Information

The Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal is complete data on natural resources, climate, labor, transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

**THE CANADIAN PACIFIC RAILWAY
 DEPARTMENT OF
 COLONIZATION AND DEVELOPMENT**

Montreal, P. Q.
 335 Windsor Station

Chicago New York
 149 S. Clark St. Madison Ave. at 44th St.

Direct Mail Association on Paper Standardization

The board of governors of the Direct Mail Advertising Association at a meeting recently held in Cincinnati discussed the question of standardization of paper sizes. The following resolution was passed at this meeting.

"Resolved: That the Association's Committee on Standardization be empowered to deal with all manufacturers of paper and printing machinery, as well as our own members, looking forward to a thorough and impartial research as to what the attitude of the Direct Mail Advertising Association, with which is affiliated the Association of House Organ Editors and Better Letters Association, and the recognized departmental of the Associated Advertising Clubs of the World made up of producers and users of direct advertising and house-organs, shall be.

This association's committee on standardization has as its members Robert E. Ramsay, vice-president of James F. Newcombe & Company, Inc., New York, chairman; Homer J. Buckley, Buckley, Dement & Company, Chicago, and Robert C. Fay, Market Service Corporation, New York.

"Batteries," A New Trade Publication

Edward Lyman Bill, Inc., New York, publishers of *Tires*, will issue a new monthly publication under the name *Batteries*. The new publication will be dated November and will have a page size of 9 x 12 inches.

The subjects of starting, lighting and ignition will be covered as they relate to the merchandising and service problems of battery and automotive electric service stations in this new publication.

Appointed Eastern Representatives of Columbus, O., "Dispatch"

O'Mara & Ormsbee, Inc., New York publishers' representatives, who have been Western representatives of the Columbus, O., *Dispatch*, have also been made Eastern representatives of that newspaper.

William P. Kennedy, for ten years in advertising work in Boston, has been made advertising manager of the Providence, R. I., *News*. Mr. Kennedy, before serving in the war in the navy, was with the Boston *American*. More recently he was a member of the advertising department of the Boston *Post*.

Walter W. Courtney, formerly with Nelson Cheaman & Company, St. Louis advertising agency, has joined the traveling auditing forces of the Audit Bureau of Circulations.

H. G. Miller has joined the advertising department of *True Story Magazine*.

The associates of Louis Pedlar who have played an active part in the building and management of LOUIS C. PEDLAR Inc. announce that they have acquired Mr Pedlar's interest. The same high quality of art production and efficient service that has characterized this organization in the past will be maintained

The business will be conducted under the direction of

F. W. Van Name *President*
George Woltz
Gordon Grant



LOUIS C. PEDLAR Inc.
Counselors in Art - 246 Fifth Avenue - N.Y.C.

NEWS LEAGUE PAPERS

Giving Complete Coverage in

DAYTON and SPRINGFIELD

With a combined net paid circulation in July of 60,151 daily and 56,433 Sunday, offer an advantageous opportunity to successfully merchandise these two important Ohio cities.

National lineage of the Dayton News in July was 8,008 lines in excess of July, 1921, and 6,090 lines more than all other Dayton papers *combined*.

The Springfield News showed a gain of 6,034 lines in July over July, 1921, and 61,432 lines in excess of the Springfield morning paper.

Plan to open Dayton and Springfield and take advantage of the News League combination rate.

News League of Ohio

Members A. B. C.

DAYTON NEWS

SPRINGFIELD NEWS

National Representatives:

I. A. KLEIN

New York

Chicago

50 East 42nd Street

Ft. Dearborn Bank Bldg.

Pacific Coast

A. J. NORRIS HILL CO., Hearst Bldg., San Francisco, Cal.

A Customer Won for U. S. Tires

By Percy Hammond

NO doubt, I demean myself as a bookworm by suspecting that my favorite historian is not Macaulay nor H. G. Wells, but the United States Rubber Company. For Guizot, Gibbon, Froude, Thomas Carlyle, Hendrik van Loon and Froissart I profess the slight friendship of the average literary bourgeoisie. But I get no such thrill from perusal of their instructive pages as I do from the loud roadside chronicles of the rubber company when they exclaim to me as I hurry past that Nathan Hale here began his martyrdom, or that the author of "Sweet Alice, Ben Bolt," was born within two miles of this place.

Motoring from Pelham or thereabouts to town one may learn, without labor, that upon this spot and that grave happenings transpired in Revolutionary days. Here, if not there, is the site of Washington's headquarters, far, but not too far, behind the battle line; and nearby is a wood where Israel Putnam bivouacked, when high above the foothills his lonely bugles grieved. The roadways of the Middle West are illuminated by the rubber company's assertions that De La Salle paused at this point to pray, and that Father Marquette preached to the aborigines on that. One may not motor through the Rocky Mountains or alongside the Pacific azure coast without being apprised by the ubiquitous signs that no matter how fast one is going one's speed is, so far as time and history are concerned, inertia.

The rubber company's informations are big in type and gaudy in coloring as primers are, and their phraseology is dignified and simple, in order that we who motor may understand. We enjoy and we are edified by them; but do they cause us to buy the boot heels and automobile tires produced by

Southern Ruralist

ATLANTA, GA.

MAILING CLERK'S REPORT

Distribution by States

Date of Issue August 15, 1922

States	No. of Copies
Alabama	35,686
Arkansas	4,494
Florida	21,996
Georgia	79,799
Kentucky	18,542
Louisiana	14,840
Mississippi	26,044
North Carolina	48,483
South Carolina	58,065
Tennessee	21,863
Texas	5,011
Virginia	26,869
West Virginia	24,569
Miscellaneous	16,152
Total Net Paid.....	402,413
Advertisers	655
Adv. Agencies	465
Exchanges and Comp... ..	2,477
Sample Copies (direct) .	0
Sample Copies (to canvassers)	305
Files, Spoils, etc.....	320
Total Press Run.....	406,635

The above is a correct statement of copies of this issue.

M. M. SMITH,
Chief Clerk

In 1922 These Advertisers Saw "Signs of More Sales"

The Coca-Cola Co.
Fairbanks, Morse & Co.
Chero-Cola Co.
Fred Schoenhofen Co.
(Green River)
W. W. Kimball Co.
Murphy Varnish Co.
J. L. Prescott Co.
International Proprietaries
(Tanlac)
Deisel-Wemmer Co.
(San Felice)
Fred G. Clark Oil Co.
Foulds Milling Co.
(Macaroni)

in Elwood Myers Quality Metal Signs—there are others. None the less, it is not the number, but how well we serve, that counts.

Years of experience—pains-taking care—service—have developed this group of quantity sign customers. Increased capacity prompts us to solicit additional sign business. Let us send you our Broadside.

If you are a salesman who can sell ideas and service to concerns of the above caliber, we want you. Excellent territory is still available in productive sign-buying communities.

The Elwood Myers Co.
Springfield, Ohio

the United States Rubber Company? Whence comes the profit of this eleemosynary corporation's billboard philanthropies? That question, of course, is to be answered only by the shrewd psychologists who specialize so certainly in billboard allurements. All that I can say is that, in sheer gratitude to the United States Rubber Company for the easy education it has given me while motoring, I shall purchase hereafter nothing but Kelly or Diamond Tread tires, or whatever brand it is that the United States Rubber Company advocates. It mitigates through its pleasant way-side pedagogy the landscape from utter desecration by the cereals and smoking tobaccos which, though boastful and imploring, teach us little if anything.

"Jobs Depend on the Safety of the Forests"

A recent advertisement in the "Save Ontario's Forests" advertising campaign gives woodsmen a thought-provoking reason for being careful when in the woods. A three-column advertisement in farm papers and other media is headed with the sketch of a river driver riding a log on a foaming stream.

"River drivers, shanty men, pulp loggers and all men who work in the lumber woods, on the river or at the mill—get this: Your job depends on keeping forest fires from burning up the bush.

"Every time you leave a campfire or a smudge burning you are taking chances on a forest fire that will do you out of a job. Every time you throw away a burning match or a cigarette, or drop the 'heel' of your pipe on the ground you are taking a chance. In summer time, moss, dead wood, dry leaves or the regular wood-fibre soil of the forest are all ready to burn. Millions of feet of timber and pulp are being burnt up that way every year.

"Ontario's forests are not growing fast enough to keep up. Forest fires will do you out of a job if they keep on a few years more. Watch yourself."

Within a box, the same advertisement published a list of "Don't" instructions.

This forest fire prevention advertising campaign is under the direction of the Ontario Forestry Branch, Toronto.

Liquid Carbonic Appoints Ira J. Morgenthal

Ira J. Morgenthal has been appointed advertising manager of the Liquid Carbonic Company, Chicago, manufacturer of soda fountains and bottlers' machinery. He has been in the general sales department of this company for several years.



Parcel Post insurance that pays promptly

A North America Parcel Post Policy assures you prompt payment of claims.

Your shipping clerk insures the package simply by placing therein a North America Coupon. The entry on the stub of the Coupon Book is your shipping record.

Send us the attached memorandum, and you will receive detailed information.

*Any insurance agent or broker
can get you a North America Policy*

Insurance Company of North America PHILADELPHIA

"The Oldest American Fire and Marine Insurance Company"

Capital \$5,000,000

Founded 1792

MEMORANDUM (Mail at once)

INSURANCE COMPANY of NORTH AMERICA Dept. W 824
Third and Walnut Streets, Philadelphia, Pa.

Send information regarding Parcel Post Insurance

To _____ (Name)

Address _____

Mention also any other form of insurance (except life) in which you are interested



Selling 60,000 Pairs of Hose a Day

(Continued from page 8)

take his prospects on a "visit" through the Real Silk factory. The field man may leave him after the first day or two if he develops the needed proficiency in gaining hearings and making his presentations.

The hardest thing is to get the initial hearing—to avoid having the door slammed in his face. The actual process of making the sale is comparatively easy. There are standard methods of approach in which the salesman is carefully schooled, but after all the proposition is one for his individual ingenuity. He is thoroughly instructed in the principle of getting acquainted with his prospect through a regular schedule of calls. He may not sell anything on the first call, or the second or third. But eventually the cumula-

tive effect of his work will be shown in sales. The proposition is exactly the same in principle as a salesman calling on a retailer.

"Any woman who will give one of our salesmen a hearing," says Mr. Kobin, "is regarded as being worth continued selling effort, even though she may be conservative about buying. Once a customer, we rely on our quality and service, backed by our wide-open guarantee, to hold her. Then she becomes a saleswoman for us. She tells her friends and relatives about us. Thus the hard preliminary work the salesman does will often bring good results all in a heap."

The Real Silk salesman is responsible directly to the sales manager in charge of the district office out of which he works. So far as the details of his supervision are concerned, he has no connection with the main office. There is set out for him a pattern or quota by means of which he is expected to cover a certain number of houses

Three out of Four put the ADVERTISING HANDBOOK in their list

IN one of the July issues of *Printers' Ink* three out of four prominent advertising men included the Advertising Handbook by Hall in their list of the 10 Best Books on Advertising. Since then the Advertising Handbook has appeared in practically every list submitted. It has received the endorsement of men like George B. Hotchkiss, Louis Wiley, Bruce Barton and Earnest E. Calkins. All this confirms the judgment of Ralph Starr Butler, who said, when the book first appeared, "The most constructive, the most helpful, the most useful book on advertising yet compiled."

2nd printing—Total issue 7,000

THE Advertising Handbook is selling as steadily today as it did a year ago. It has attained an edition of 7,000 and the end is nowhere in sight. Many of the most prominent educational institutions in the country are using it as a text book. It is a book for beginner and expert—a book that does for the advertising man what the great technical reference handbooks do for the engineer. 735 pages, more than 500 illustrations, bound in a flexible keratol, thoroughly indexed. The price is \$5.00. Every writer, buyer, seller and student of advertising should have a copy. If you haven't seen it we will gladly send a copy to you for 10 days' Free Examination.

See it for 10 days FREE!



McGraw-Hill Book Co., Inc.
370 Seventh Avenue, New York

You may send me for 10 days' examination
S. Roland Hall's ADVERTISING HANDBOOK, \$5.00 net, postpaid.

I agree to return the book, postpaid, within
10 days of receipt or remit for it.

Name

Address

Official Position

Name of Company

P.I. 8-21-22



Youth is Flexible

THIS inflexible truth—repeatedly featured in the advertisements for Cantilever Shoes—has helped to send sales upward week after week, month after month.

Youth begins at the feet. A flexible shoe for your flexible foot—and you have the key to grace, poise, endurance and ease. So, if you want young feet, you wear Cantilever Shoes.

Since flexibility links adroitness to vigor, it is as necessary to the sinews of business as to the muscular efficiency of the human body.

Young in organization and in spirit, though mature in experience, we invariably give to advertising the impetus of youth—moving it forward swiftly and surely, *on young feet*.

Inflexible only in purpose to perform our part as advertising agents, in the growth of our clients—among whom we are proud to count the Morse & Burt Company, makers of the Cantilever Shoe—our creative and executive energies are free; unfettered by the stiffened ligaments of corporal turgidity. Simply stated, our equipment is not overweight. It is, nevertheless, complete and effective.

We will be glad to hear from any advertiser who appreciates direct dealings, prompt decisions and incisive action.



The Capital Advertising Co. of New York, Inc.

120 WEST FORTY-SECOND STREET, NEW YORK

WASHINGTON, D. C., *The Munsey Building*

L. STEWART BARR
President

WILLIAM L. BANNING
V. P. and Treas.

CHARLES J. CUTAJAR
2nd V. P. and Gen'l Mgr.

CARLETON C. PROVOST
3rd V. P. and Sec'y

each day. He has a certain district to cover. In a city, this usually consists of 5,000 inhabitants. Or he may have an entire small town. When he has finished the last block of his district he goes right back to the first and begins all over again. Doing this, he brings about standard intervals between his visits. After he has worked his territory a few times in this manner his customers and prospects know just about when to expect him again.

The salesman must turn in to his manager a report covering the number of each day's calls and the streets he has gone over. In this way there is a direct check-up. The sales manager knows just what is being done and whether the town is being covered quickly enough and with sufficient system.

Necessarily the discipline must be strict even though the salesmen are high grade. It would be easy, indeed, for a sales department of this kind to get out of bounds. Salesmen might pick the choice streets to the exclusion of others and much potential, if not direct, business would be lost.

Not only is the amount of a Real Silk salesman's income a matter for himself to decide, but he collects the money as he goes along. There never is any argument about commission, the whole proposition of payment being taken care of automatically. The salesman does not carry or deliver goods. He sells entirely from samples. When a sale is made, the customer is asked to sign an order and to pay the salesman \$1 in cash. When the selling price was three pairs for \$5 (it will be four pairs for \$5 beginning September 1), the cash payment was \$1.50. This deposit is retained by the salesman as his commission on the transaction. The salesman's return is admittedly large and doubtless accounts for his efficiency in doing the difficult pioneer work.

The signed order is turned over to the district sales manager, who sends it to the factory where it is filled and shipped C. O. D. parcel post. The customer pays the post-

man the remainder of the amount due, being credited for the cash deposit made with the salesman. The company has a branch post-office at its main plant and the shipments are made without delay.

When asked to pay the cash deposit the customer is likely to balk. Why should she pay before getting the hose? The salesman explains to her that if he had to deliver and collect his efficiency would be reduced one-third and the hose be correspondingly higher priced. As far as safety to her is concerned she is cited to the fact that the postoffice department would not complete the transaction by making the collection if the cash deposit were not rightfully handled.

The automatic method of paying salesmen's commissions and of collecting money due on orders naturally removes a great amount of bookkeeping and system, with a correspondingly favorable effect on the overhead. The system extends even to compensating the district sales managers. These are paid by the company, on a sliding scale, a commission on all the business gained by their salesmen working out of the district main office and also all the local offices under the branch, of which there may be twenty or thirty. The district sales manager pays all his own office expenses, including rent.

Now that the company has started to advertise, it may be expected that orders will be received at the factory direct from customers. In each case these will be returned to the proper district office, routed according to salesmen's districts and then taken care of in the usual way. The salesmen will call upon the customers sending the orders, collect the cash deposit and handle the orders the same as those they stirred up for themselves. Each man is protected in his district, no matter how the sales may originate. He gets his commission on every pair of hose sold to any of the 5,000 people whom he is supposed to call upon. He has in short, what really amounts



The Million Dollar Printing Plant

Send Your Big Jobs to A Printer With Big Ideas

- big enough* to select a sure-fire organization.
- big enough* to know that a good physical appearance is a necessity of successful printing.
- big enough* to buy the latest automatic machinery.
- big enough* to make delivery on the hour.
- big enough* to possess the *spirit* of service.
- big enough* to own a million-dollar plant.

Better services, better work, prices as low as good workmanship will permit.

*Serves the largest buyer
of printing in the world*

NATIONAL CAPITAL PRESS

Not too Large to do a Small Job Well

*Printers of illustrated magazines,
fine catalogs and large editions of
advertising matter*

1210-1212 D STREET N.W. WASHINGTON, D. C.



STANFORD BRIGGS INC.

ADVERTISING ART

392 FIFTH AVENUE, N.Y.

*Layouts, designs, and Ill-
ustrations for every purpose
in every practical technique.*

WRITE US FOR SAMPLES OR
BETTER STILL ASK US TO CALL

Your Goods in Europe!

ARE you interested in European business? Would you like intelligent representation abroad? Or, a made-on-the-spot, unprejudiced market analysis and report of the sales possibilities of your products abroad?

An American sales promotion expert, sailing October first, has a very definite sales service to offer a representative American manufacturer who is considering export business. May he come and talk with you regarding his proposition?

"TRAVELER," BOX 216, PRINTERS' INK, NEW YORK

to a business of his own, with the Real Silk Hosiery Mills supplying the merchandise to fill his orders.

Necessarily, one of Real Silk's biggest jobs is to keep a constant succession of new salesman material coming along. For this purpose, advertisements are run in newspapers, general magazines and class publications. The selling point urged as of interest to new men is the opportunity of going into business for themselves. Men interested are invited to write the company's main office at Indianapolis for a copy of "The Real Silk System of Selling." This tells in detail how the company expects to be able to make good in its claim that Real Silk men are assured a definite income higher than the average.

"In a selling proposition of this kind," says Mr. Kobin, "it is essential that there be an unqualified guarantee and that there be no argument or question about living up to it to the limit. If there are any strings you may just about as well have no guarantee at all. It has got to be absolutely up to the customer to decide whether she is getting satisfaction out of a pair of hose. If she says she isn't, then there is nothing to do but make good. Hedging about a guarantee with conditions is by no means to be taken as evidence of bad faith, but rather as precaution against being imposed upon. But I am ready to say here and now that the average woman is going to be fair in this respect and not take any mean advantage. We do not make any claims as to how long our hose will wear, but promise they will give complete satisfaction. Then we leave it to the customer to decide what complete satisfaction is. Whatever definition she gives it is accepted by us.

"We learn valuable lessons from the occasional claims that are made upon us. We keep a careful record of all returns, district by district, and list the reason alleged for the return of each pair—knotted yarn, defective inspection, mismatched pair or whatever it

For the Young Man Who Values Opportunity

It presents itself in the connection with the Advertising Department of one of our clients, a large manufacturing establishment in Rochester, N. Y., where you will be made assistant advertising manager as soon as you have shown yourself capable.

Must be thoroughly familiar with advertising department detail and competent, after a brief time, to take care of the everyday running of the department.

Naturally, one seeking such a position would have a fair amount of writing ability along publicity and advertising literature lines. He should lean toward the practical rather than the theoretical.

When you apply for this position give experience and personal information in detail, with salary earned and expected.

Write an advertisement selling yourself, using adjectives sparingly. Your letter will be kept strictly confidential.

Mark envelope "Manufacturer" in our care.

H. C. GOODWIN, Inc.
Rochester, N. Y.

SALES EXECUTIVE OPPORTUNITY

An OHIO-TUEC Electric Cleaner distributor selling OHIO-TUECS exclusively through his sales organization has developed his business, with the aid of our finance plan for financing time paper, to the point where his monthly net profits reached \$2,500 during this year.

There are now a limited number of equal opportunities open as a result of some changes in our method of distribution in a few of the large centers. One of these opportunities should net the successful applicant from \$10,000 to \$30,000 a year.

If you feel that you can measure up to our requirements write us fully in detail as to your experience, education, age, and available capital, etc., and if your letter interests us a personal interview will be arranged for. Address, in confidence, W. F. Marr, Director of Sales, The United Electric Company, Canton, Ohio.

may be. This affords us a valuable means of checking up our own system and of correcting anything that may be wrong."

In speaking of the guarantee, the salesman is expected to emphasize the proper methods of caring for hose. He will tell his customers that silk hose should be washed after each day's wear. Perspiration, rather than hard wear, is their chief enemy. To reinforce his point, the salesman gives each customer and prospect a sample carton of Ivory soap. Procter & Gamble supplies the samples in specially printed cartons on which is a printed recommendation from the Real Silk mills that Ivory soap be used in washing Real Silk hose. The arrangement gives Procter & Gamble an outlet for practically a million samples each month under favorable circumstances, and of course the hosiery concern gets much good advertising from the plan also.

The guarantee naturally is a strong talking point, in view of the sign, "We do not guarantee silk hosiery," often to be seen in retail stores. That the women get the point is shown by the large number of letters they write the company. The sales manager receives more letters than a movie star. The women get confidential and tell about things they had heard to the detriment of Real Silk's selling methods, at the same time naively expressing the hope that the company would keep right along with its work.

WILL TELL OF SPECIALIZATION IN COPY

An interesting feature of the Real Silk manufacturing methods, which will be used prominently in the advertising, is that the mill specializes in manufacture. It makes only one style of hose, although in a full run of sizes and colors. A machine is set for the production of a certain size and this it produces month in and month out. Both the material and the style are standard. The silk is of the sheer variety that always is in fashion. J. A. Goodman, president of the company, who has charge of production, never has to

High-Power Sales Managers Wanted

THIS ORGANIZATION needs seasoned, settled sellers. It needs go-getters who are accustomed to big profits and unafraid of hard work; men to whom success is an accelerator instead of a brake; men who can visualize big possibilities and GO GET THEM.

The product can be sold to every garage and service station and should repeat every week.

IT RETAILS FOR TEN CENTS, but runs into such huge volumes that your salesmen can earn \$100.00 per week and you can make \$1,000.00 per month according to your territory and your own ability.

We allot exclusive territorial right on contract which requires a few hundred dollars investment in goods to insure good faith and sticktoitiveness.

To substantial men who are convincing salesmen, who have confidence in their own ability, this offers an exceptional opportunity for big profits.

We also have openings for a few high grade negotiators for state representatives on a liberal commission basis.

CONSOLIDATED LABORATORIES, INC.

347 Madison Avenue :: :: New York City

Wanted: A Real SALESMAN

who has a clear record for producing profitable business in substantial volume;

who has the weight to see, grasp and control whatever business situation he bumps into;

who has had experience in engineering the sale or handling of sales literature and direct advertising;

who can earn money for himself and make a profit for the house.

To such a man we offer the opportunity to become one of a compact, all-star-cast organization ranking as the leader in its field, numbering a score of the foremost concerns in the country as active accounts, doing business in five figure units, with a rating by Dun that answers all questions as to responsibility and stability.

We invite the right man to make himself, his record and capabilities known to us. Address—

"D. U." Box 212, Printers' Ink.

worry about the possibility of such details as new styles of clocking, splicing of heels, flat seam or other changes coming into vogue. The style is set to stay. This is what really may be called the application of the Ford idea to the hosiery business. It will be explained to the customer as being one of the reasons for the value-giving.

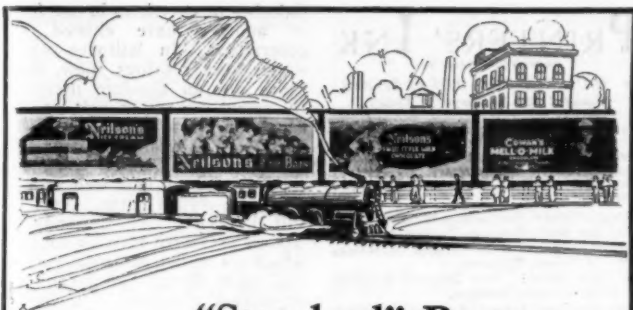
On September 2 in a national medium will appear a two-page Real Silk advertisement giving volume production credit for a new reduction in prices. The company will be able to show a consistent application of this policy from the beginning. When the mills' capacity was 8,000 pairs a day, a box of three pairs cost \$6. When it got to 25,000 pairs the price was three pairs for \$5. And now at a production of 60,000 a day, four pairs are being sold for \$5. Volume production, the customers will be told, means lower manufacturing cost. This is something that can be kept by the manufacturer as profit or passed on to the consumer in the form of reduced prices. It being Real Silk's policy to give service to the customer, it is explained, the company has chosen to reduce the price.

Much capital will be made out of such principles in an advertising way. Real Silk has been hiding its advertising light. Now it is going to place the light on the highest hilltop.

Advertising Women Will Hold Exhibit

The League of Advertising Women, New York, will exhibit samples of the productive work of advertising women throughout the country in the League's booth at the Women's Activities Exposition, which will be held under the auspices of the New York League of Business and Professional Women, Inc., in New York, September 18 to 23.

The following are members of the temporary committee in charge of the advertising women's exhibit: Helen Hill, Gravure Service Corporation; Marcia Meyers, of the National Catalogue Service, in charge of collecting the sample work submitted; Katherine A. Clark, of Smith, Sturgis & Moore, in charge of a census which is being taken of women's activities in advertising; and Edith Boyd, of the Motion Picture Advertising Company.



"Standard" Posters for Canada

MANY of the outstanding DOMINATING POSTERS on Canadian hoardings to-day are STANDARD POSTERS. The basic idea of every STANDARD POSTER is to sell and advertise the product. The conception and draughtsmanship of STANDARD POSTERS are strongly appealing—the color effects give them unusual distinction.

When you require not only Posters, but Labels, Hangers, or other lithographic work—write us.

We can save you money—we can save you annoyance and cost of duty on all lithographic work for Canadian use. There are no more attractive Posters on the American Continent than STANDARD POSTERS.

We invite correspondence.

**The Standard Lithographic Co.
of Canada, Limited**
Harry Reeder, President
100 Sterling Road • Toronto, Can.



Standard Labels
Standard Cartons
Standard Posters
—DOMINATE

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. President and Secretary, J. I. ROMER.
Vice-President, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S.
Michigan Blvd., DOUGLAS TAYLOR, Manager.

Atlanta Office: 1004 Candler Building,
GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,
M. C. MOGENSEN, Manager.

Canadian Office: Lumaden Bldg., Toronto,
H. M. TANDY, Manager.

Paris Office: 31bis Faubourg Montmartre,
JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;
quarter page, \$25; one inch, minimum \$7.70.
Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

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Roy W. Johnson E. B. Weiss
C. B. Larrabee

Chicago: G. A. Nichols
D. M. Hubbard
London: Thomas Russell

NEW YORK, AUGUST 24, 1922

Fads and Advertising Ideas

An article in a recent issue of **PRINTERS' INK** by James H. Collins told "What the Rubber Man Thinks of the Flapper." The point was made that the rubber footwear business is pretty well standardized and that the manufacturers do not allow themselves to be unduly influenced by temporary fads, such as the unbuckled galosh craze.

Just the same there may be a real basis behind these fads, irrational as they seem at the time. Even though the fad itself may quickly pass, often it permanently effects merchandise design or merchandising methods before it leaves. That appears to have been the case with the flapping galosh.

Galoshes or overshoes in one form or another have existed for generations. In latitudes where winter always brings snow, these shoes are an absolute necessity. In recent years, though, it has been difficult to get women who dress well to wear them. At best the galosh is a homely thing and certainly did not look well with an otherwise stylish outfit. As a result hundreds of thousands of women preferred to wear rubbers, which are neater and more becoming, even though affording less protection against inclement weather. But when the flapper two or three years ago donned galoshes and went swashing down our avenues, purely fantastic though her motives may have been, she gave a style vogue to the overshoe which induced more conservative women to add it to their wardrobes. These women fastened the buckles and discovered to their surprise what a comfortable, sensible, health-protecting thing galoshes are. Whether or not the flying flap fad remains, thousands of these recruits are going to continue wearing galoshes, solely for reasons of health and comfort.

The rubber men, and in fact manufacturers in all lines, are right in not allowing themselves to be swayed too much by fads. Just the same they can derive valuable lessons from these crazes. For one thing they can get ideas for the improvement of their products. In many lines the design of the product has not been materially changed since it was first conceived or invented, although users of the article may see many ways in which it could easily be improved. There was, for instance, a demand for square or oblong receptacles for refrigerators for years before pans of this kind were placed on the market. The round utensils wasted too much precious space. Similarly it was years before the Pullman Company thought of the convenience of putting a coat hanger in a berth. Almost every product could be improved in some way. It sometimes takes a fad or some other upheaval to reveal the need of these

improvements to the manufacturers.

The open-flap craze has evidently shown rubber manufacturers the need for improving the galosh. Certainly it should be possible to make overshoes a little more nobby to have them in keeping with feminine taste. We notice that the B. F. Goodrich Rubber Company, the Cambridge Rubber Company and one or two others are doing this. They are advertising a boot to the trade which should be appealing to those who wish a stylish touch in their overshoes as well as in their hats and other garments. Undoubtedly the flapper caused these advertising campaigns.

Let the President Talk

Advertising The president of an investment house wrote a letter recently to all of his salesmen on the road, asking if they read the firm's advertisements. He inquired whether they could tell what publications were used in the national advertising, which were used in a local way in the various cities where offices were maintained, what the reasons were for the firm's advertising policy and many similar questions. He got some interesting replies and comments and feels that his letter did a great deal to influence his entire sales force to get behind the company's advertising campaign.

Among other strong statements which this president made in his letter was that business would drop off 50 per cent if the advertising appropriation were cut out. There are many things which the president of a company could say in a letter to his sales force which would help tie the advertising closer in the salesman's mind to the fundamental policy of the firm. Is it not time that a great many heads of businesses took the hint offered by this president? Is it not true that too often it devolves upon the advertising manager, an agency man, or some outside speaker at a salesman's convention to carry the entire burden of telling the members of the sales

force why and how advertising helps them and what they can do to help make it as nearly 100 per cent efficient as possible?

Advertising, to be effective, should be an integral part of the company's policy and receive as much thought and attention as other vital departments of the business. A company that has used advertising continuously to build sales, buys advertising because it wants bigger sales and good-will. The president should be able to talk to the sales force more effectively along fundamental lines than any outsider. When he tells them by letter or in person, the salesmen will listen attentively. Advertising would do more efficient work in many a firm if more presidents told their sales forces the reason why of the company's policy.

Advertising and the Buyer's Whims

A paragraph from Melville E. Stone's delightful autobiography, "Fifty Years a Journalist," explains graphically why Germany was gradually winning the export trade of the world. Says Mr. Stone:

"At a hotel in India it was noted that all of the table china, except the egg cups, were of English or French make. The Germans, in their ceaseless hunt for commerce, had learned that the Indian hen laid a smaller egg than the European hen and they had made a small egg cup and found a sale for their product. This sort of commercial penetration was going on everywhere: Germany was growing rich and her people were content with her government."

We cannot get away from the fact that Germany's amazing commercial success was founded on her willingness to cater to the peculiar whims of her prospective customers. Conditions vary all over the world, according to climate, racial inheritances and prejudices, the political status of the country and a dozen other influencing factors. For this reason we cannot expect the merchandise

requirements of the entire world to be the same. They are bound to vary. To try to force the same piece of standardized merchandise on buyers all over the world, regardless of the peculiar preferences of the various peoples concerned, is an impractical proposition.

Even in our own country, tastes vary widely. Any well-informed salesman can reel off local merchandise preferences by the yard. It is well known, for instance, that the thrifty Dutch housewives of Pennsylvania prefer the old-fashioned scrubbing brush to the more modern mop. A business concern that ignores these local demands is unnecessarily rowing upstream in its selling.

You may say that these preferences are usually nothing more than the prejudices of old-fashioned folks against progress. That may be true in some cases, but in many instances there is a genuine reason for the preference, such as was the case with respect to the small egg cup. But even though the peculiar choice of the customer is no more than a whim, it should be remembered that these whims are generally deeply rooted and cannot be dislodged without considerable educational effort on the part of the seller. This means advertising.

It is a safe rule for the manufacturer to respect the peculiar caprices of his prospects until he has had time to convert them through advertising to his standardized product.

British Farmers Use Co-operative Advertising

Seldom has the close relation of advertising to modern farming been more strikingly illustrated than in the way the idea is taking hold in England. Having obtained information from various associations of growers, dairymen and the like in the United States, our friends across the sea have acted quickly. An interesting co-operative campaign on cucumbers has been under way for some time. British tomatoes are advertised aggressively by the growers' association.

The proposal made by farmers to advertise on a national basis is also making progress. The farmers' union, according to the *Advertising World*, of London, reports that many of its branches have already decided to support the plan. An advertising fund for the milk producing farmer is to be raised on the plan that he pay a penny for every twelve gallons of milk that he produces, on condition that his buyer does the same. It is interesting to note that the farmers who are back of this campaign are emphasizing the fact that the advertising of milk will not increase the cost of the commodity. It is pointed out that farmers will gain by the sale of more milk, and that the public will also profit by increased production.

In addition to this campaign, the dairy farmers of Whitechurch have held a meeting to discuss the advisability of a large advertising campaign to make more widely known the virtues of Cheshire Cheese. The matter of advertising this famous product was discussed at a meeting of the Farmers' Association. The secretary brought forth a plan which he had prepared, and strongly advocated a considerable amount of newspaper advertising as a most promising means of popularizing cheese, thus stimulating the demand for a nutritious food, and at the same time helping to stabilize prices for cheese and milk.

In no field has the true economic value of advertising been felt so strongly as in helping farmers market their products more directly and by increasing the demand for products of the farm and dairy. It is interesting to note that the co-operative idea of farmers' advertising is taking hold so strongly in England. It shows once more that a good advertising idea has no geographical boundary.

New Sales Promotion Service in Philadelphia

George Hebden, former copy chief of The Arrow Company, Philadelphia, has established The George Hebden Sales Promotion Service, with offices in Philadelphia.

FIRST and FOREMOST

In Circulation

- Advertising
- Readers' Faith
- Merchandising Service
- Advertising Results

*Read by every class
of Jews in greater
number than any of
our contemporaries*

The FORWARD dominates
the Jewish Market

Forward

Largest Jewish Daily in the World

WANTED—

This Kind of an Advertising Man

He's an agency trained man—

He is young, resourceful, versatile—

He loves to plan and write—

He has sound ideas about merchandising—

He will make a favorable face-to-face impression on people he is called upon to meet—

He believes, very sincerely, that he can measure up to a bigger opportunity than he now has.

For such a man, there's a fine opportunity in the Service and Sales Department of one of the best printing houses in the East.

With first letter please send photograph if convenient—also supply complete details as to age, education, references, experience, salary now earned and expected.

Address "Boston"
Box 217, Printers' Ink

It Went with Him at All Times

TODD PROTECTOGRAPH CO.

ROCHESTER, N. Y., Aug. 15, 1922.

Editor of PRINTERS' INK:

When I was just a fresh kid hanging around a weekly print shop, I started reading the Little Schoolmaster. That must have been in 1895 or '96.

Then when I branched out and started a country weekly of my own, PRINTERS' INK spoke a kind word for the venture, and I became a regular subscriber.

I finally left newspaper work and entered the advertising field.

When I tired of the first agency and sought to hook up with a larger one, the PRINTERS' INK classified ads brought me in touch with Ayer's of Philadelphia—where for a year or so I sorely tried the patience and good nature of Jarvis Wood.

Later, as I hopped blithely from bough to bough, good old PRINTERS' INK never failed to mention the change encouragingly, except occasionally in the mad whirl of "accepting" new positions and separating or being separated from them, when I failed to drop a line to the editor advising him of the latest change. (If the paper had been a monthly instead of a weekly it would never have caught up.)

When I had something to say that I thought others in the craft might care to read, I usually sent it first to PRINTERS' INK, which with surprising frequency responded with payment in actual legal tender.

Excusing, maybe, Charles Austin Bates, I don't know of anyone who has been more influenced by your teachings than

J. W. SPEARE.

New Apple Advertiser

Pajaro Valley Chamber of Commerce, Watsonville, Cal., has retained Honig-Cooper Company of San Francisco to handle its advertising.

The initial campaign will be in connection with advertising and marketing of Bellflower apples and will be confined, for the present, to the San Francisco Bay region.

Returns to New York "Tribune"

Walter E. Moloney has joined the soliciting staff of the New York Tribune. He was at one time assistant manager of the Chicago office of the Tribune but resigned this connection about a year ago.

The entire selling organization of the Canadian Edison Appliance Company has been taken over by the Canadian General Electric Company, and is operating as the Canadian Hotpoint Division.

James W. Chew has resigned from the advertising staff of the New Haven, Conn., Times-Leader, and will engage in motion-picture work in Los Angeles.

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Aug. 24, 1922

PRINTERS' INK

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Printers' Ink Weekly Circulation Report

	CURRENT WEEK	SIX MONTHS AGO	ONE YEAR AGO
Date of Issue <u>August 2nd, 1922</u>			
Edition Ordered	19,500	19,800	19,200
Actual Run	19,800	19,761	19,082
New Subscriptions Received	166		
(a) 6 mos.	15		
(b) 1 yr.	175		
(c) 3 yrs.	—		
Renewal Subscriptions Received	109		
(Prior to expiration 26 after expiration 82)			
(a) 6 mos.	4		
(b) 1 yr.	104		
(c) 3 yrs.	—		
Net Paid Gain	151		
Net Paid Loss			
Total Paid-in-Advance Subscriptions	114,042	115,680	115,519
Newstands Sales	2,402	2,570	2,360
(a) American News (net sales)	2,170	2,205	2,027
(b) Direct Out of Town (net sales)	232	365	333
Voucher Copies Mailed to Advertisers	415	450	396
Uncut Copies for Bound Volumes	175	175	175
Complimentary	—		
Samples	6		
(a) Requested	6		
(b) Unrequested	—		
Office Sales—Current	207		
Changes of Address	1		
Duplicate Copies	5		
Back Numbers on Subscriptions	—		
Service	70		
Miscellaneous Office Use	120		
Total Number of Copies Printed Since January 1	609,932		
Average Edition from January 1 to Date	19,572	19,496	19,142

Signed *Frank H. Weeks*
CIRCULATION MANAGER

*High Water Mark

The Little Schoolmaster's Classroom

A FEW days ago the Schoolmaster was riding in a dusty coach on the B. & O. local from Dayton to Hamilton. He shared a seat with a seasoned old sales veteran and the talk went from the weather and business conditions, to the fine appearance of the corn crop and then to a little gold button the Schoolmaster spotted on the old salesman's coat lapel.

That, he proudly explained, was to signify that he had consistently topped his quota for the past five years. And, furthermore, he was the only one of some hundred salesmen who could boast of such a record.

The Schoolmaster thereupon decided that here was a man who could well give the Class a little lecture. He pressed for reasons and secrets of this unusual record.

"Well," came the answer after some pause, "there ain't much to it, I guess. But there's one thing I always do. When I get off the train in a town I just unhitch."

It took a minute or two for that homely explanation to sink in—but there it was. This old fellow's secret was to come into a town and just stay right there until he finished and that meant getting what he wanted. No outgoing train schedules, or third-rate hotels or getting home a day earlier or hoped-for easier business in the next town bothered him.

He drew his wagon into town to load up with business. He "unhitched" from all the world and kept that old wagon there 'til it was loaded.

So perhaps after all it isn't always the fellow who rushes through the hotel lobby with a crashing of grips, or makes four towns a day on his report sheet or grabs the rear end of the last car as she rolls out, who really is the best salesman.

The Schoolmaster never could stretch his imagination to the point of this old fellow running

for a train. If considering him as an applicant for a sales job, the Schoolmaster might have inclined toward wanting younger blood—more fire and pep. That is, he might have the day before this dusty train ride.

* * *

A letter to the Schoolmaster comes from Eberhard Faber, of pencil fame. The signature is in pencil. Where one would expect a postscript appears: "This letter was signed with a Van Dyke Pencil No. 600-HB. 'The Lead That Leads.'"

Some months ago the Schoolmaster commented on the use of a similar idea by the W. A. Schaeffer Pen Co. Here, beneath the individual's signature, is typed: "Signed with a lifetime pen."

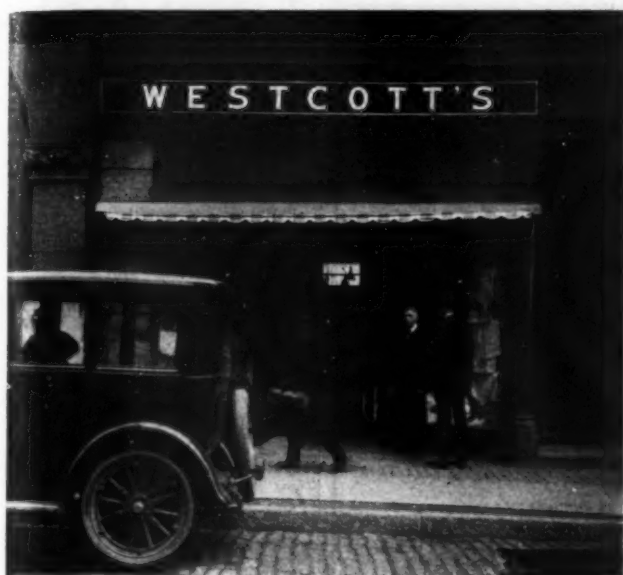
Both organizations are working on the same principle. They believe a business succeeds to the extent it concentrates on one big idea. They believe, furthermore, that the big idea cannot be over-emphasized. Every opportunity to advance it is seized. And that is as it should be.

* * *

The problem of persuading men to remain "on the job" Saturday mornings, through the summer months, is one that has worried many executives.

In one city sales department there was a marked tendency to the "Saturday-morning-off" plan. And this was what was done to counteract it. The salesmen who were on duty Saturday mornings were allowed to call on the customers of the absentees. All credit for sales made during that Saturday morning went to the men who made the calls.

"We can't neglect business simply because you want to take your Saturday mornings off," said the sales manager. "They telephone in or we call on them, just as if it were any other day. You can't expect to get credit for a transac-



Just a Flexlume Electric Sign

IN standardizing on a sign for your branches and dealers there is no need to go into elaborate effects. A plain Flexlume Electric Sign will do,

Sometimes the plainest Flexlume designs are the most striking. It's the raised, snow-white glass letters, standing out from a dark background—perfect day signs as well as electric night signs—greatest reading distance, lowest upkeep cost, most artistic designs. Any trademark can be perfectly reproduced in the raised Flexlume characters.

Let us send you a sketch showing a Flexlume Sign to meet the particular needs of your business.

The Flexlume Sign Co. ELECTRICAL ADVERTISING

32 Kail Street, Buffalo, N. Y.

Pacific Coast Distributors

Canadian Factory

Electrical Products Corp.
Los Angeles, Cal.

The Flexlume Sign Co., Ltd.
Toronto, Ont.

N. U. MEDILL SCHOOL of JOURNALISM

Large faculty, all seasoned journalists as well as experienced instructors. Over half hold responsible positions on staffs of Chicago newspapers.

Frequent FREE Lectures during the year by eminent publicists from all branches of the profession.

Six Co-operating departments equipped to give broad background of knowledge afforded only by university association to those intensively studying in Medill School of Journalism.

PARTIAL LIST OF COURSES

Check Those Which Interest You

- ☐ Newspaper Reporting and Writing.
- ☐ News Editing.
- ☐ Dramatic Criticism.
- ☐ Editorial Writing and Policy.
- ☐ Newspaper Management.
- ☐ Feature and Magazine Writing.
- ☐ Writing for Business.

Write for free bulletin giving full list of courses, lectures, etc. On your request please note the courses which particularly interest you.

Address H. F. HARRINGTON, Director
MEDILL SCHOOL OF JOURNALISM
NORTHWESTERN UNIVERSITY
425 Harris Hall Evanston, Ill.

Advertising Writer and Contact Man

You will find a great many men who can prepare advertisements that attract attention; it takes little skill to do that. You will find a smaller number who can make the advertisement carry conviction; yet even that is not enough! You have got to carry the reader beyond conviction, into ACTION.

Frankly, gentlemen, I am not a genius, but I have sold a line of merchandise through the printed word for something like five years, with a fair amount of success.

Certain limitations of my present position make it advisable to seek a new business association and a broader field.

If you have a congenial organization and can afford to invest \$3,900 a year in my services, let's get together. C. T., Box 211, Printers' Ink.

tion in which you had no direct contact."

The scheme worked. The Saturday morning attendance picked up at once!

* * *

It is a good thing once in a while to get the prospective customer's view of advertising which is addressed to him. This obviously applies to the advertising manager as a prospective purchaser of space or service, as well as to anybody else, and the Schoolmaster believes the following letter from a member of the Class may be interesting:

D. E. SICHER & Co.

NEW YORK, Aug. 10, 1922

DEAR SCHOOLMASTER:

I am moved to write you a letter.

1—In today's mail we received a circular letter from an agency telling us (manufacturers of lingerie) about their new agricultural expert. A few days ago an agent sent us a circular letter intended for non-advertisers. A publication circularizes us regarding its pulling power for real estate advertisements. Another agent tells us of his service for technical advertisers.

A circular letter cannot, of course, correctly hit every recipient but it seems that very little classification of mailing lists is done by even the leading sellers of advertising.

2—Also, with all due respect for the value of circular letters, isn't it odd that we have never received a really personal sales letter from an agent or magazine?

3—No newspaper has ever acknowledged to us an order sent by our agency.

4—No one has even circularized us regarding circular letters, window display material, store signs, motion picture slides, etc., with the assumption that we do use them. They all argue why we should use a thing we are already using. If they can't classify, why not the subtle use of flattery occasionally?

5—Last January we issued a handsome announcement of the celebration of our Golden Anniversary year to our customers and to the people of whom we buy. We received many fine letters, but no word from the three leading publications in our particular field. It would seem a poor excuse that the latter are so large and so organized that no reply would be forthcoming unless the announcement was addressed to an individual (which we intentionally did not do).

Just what is advertising? Is it only using space in publications?

D. E. SICHER & Co.,

W. A. MARTIN, JR.

Sales and Advertising Manager.

No Copy Department

The success of our work may be largely attributed to the first-hand knowledge upon which it is based.

Here a "solicitor" does not transmit information to a "copy-writer" and he to a "contact man" who submits the work to you.

The member of our firm who confers with you and studies your problems, visits your trade and talks with your salesmen, is the same man who prepares your plan and writes your copy.

He is supported by his partners and an adequate force of assistants, trained to handle details.

Let one of us talk with you.

Arnold Joerns Company

Advertising

ARNOLD JOERNS, *President* ROBT. B. DAVIS, *Vice-Pres.* J. J. FINLAY, *Vice-Pres.*

Arnold Joerns Building • CHICAGO • 26 East Huron Street

"Greatest Lumber
Newspaper on
Earth."

American Lumberman

Published
in CHICAGO
—Read wherever
lumber is cut or sold.
Member A. B. C.

THE HOTEL BULLETIN

A monthly hotel magazine with
a national distribution.

Purchasing power of readers is
many millions.

Best producer in the hotel field.

Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

PETROLEUM AGE

Including **PETROLEUM**

The leading journal of the petroleum
business in extent and character of
circulation, and in editorial interest.

28 E. Jackson Blvd. Chicago
Eastern Office: 56 West 45th St., N. Y.
Semi-Monthly—Member A. B. C.

\$1,500,000,000 ANNUALLY

goes through the tills of retail coal mer-
chants, representing approximately 30 to
35% of all the coal mined in this country.
Soon this proportion will reach 50%.
A Reader-Buyer Field Worth Cultivating
Intensively.

THE RETAIL COALMAN
1535 Menadnock Bldg., Chicago, Ill.

MEAT PACKING

The Nation's Greatest Industry
(as shown by U. S. Census figures)

Covered thoroughly each week by the
recognized National Authority, **THE**
NATIONAL PROVISIONER. Read by
executives, operating heads, superintend-
ents and purchasing agents—**THE MEN**
WHO CONTROL EXPENDITURES.

Send for further particulars.

THE
NATIONAL PROVISIONER

407 S. Dearborn Street Chicago, Ill.

Texas University Advertises Production

The president of the Texas Christian
University on the occasion of its fiftieth
anniversary tells in newspaper advertis-
ing of the fruitful production of colleges
in the United States. From an enrol-
ment of 1 per cent of young men and
women from Christian churches, the col-
leges have given back 80 to 90 per cent
of the ministers and missionaries of the
churches, the advertisement says.

"Marble, brick and granite will
crumble; a college living in the youth
preserves the work of its benefactors in
the characters of those whom it trains,"
reads the copy. The following instances
are then cited to illustrate the important
part played in the political and religious
life of the country by the graduates of
colleges:

"A single Western church college
founded in 1854 produced two United
States senators, two governors of
States, three United States officials, four
congressmen, twelve college presidents,
thirty-two college professors, seven au-
thors, eight editors, thirteen superin-
tendents, 101 public school teachers,
seventy-five preachers, nine missionaries,
nine bankers, seventeen physicians,
twenty-five lawyers, forty-six busi-
ness men, thirteen farmers, four Y. M. C. A.
secretaries.

"One colonial college which was a
Christian college furnished the first
President of the Colonial Congress, four
signers of the Declaration of Independ-
ence, three Presidents of the United
States, Chief Justice Marshall and three
associate judges of the Supreme Court,
two ambassadors to England, ten Cab-
inet members, twenty-nine United States
senators, twenty-seven governors of
States, three speakers of the House of
Representatives, and half a hundred
representatives."

Charles H. Chace, secretary of the
Oakland, Cal., Advertising Club and
manager of the Better Business Bureau
of that city, has resigned, effective early
in September.

EVENING HERALD

**LEADS ALL LOS ANGELES
DAILY NEWSPAPERS IN TOTAL
PAID CIRCULATION.**

Government statement for six
months ended March 31, 1922

average **146,233** daily

Representatives:

H. W. Moloney Chicago:
804 Times Bldg. G. Logan Payne Co.
New York: Suite 401, Tower Bldg.
6 No. Michigan Ave.

Capitalizes on Coal Strike to Sell Trucks

The Autocar Company, Ardmore, Pa., is using 1200-line space in the newspapers, urging the making of adequate provision for the transportation of coal when mining resumes. The copy points out that the demand upon rail transportation lines and other carrying companies will tax them beyond capacity. Unless businesses are prepared to haul their own fuel such businesses may be compelled to shut down for the want of fuel. Coal for homes will have priority, and the demand here will enforce embargoes on certain classes of freight, particularly short hauls. Motor truck relief is suggested, and the service of the Autocar company offered. A list of the 29 branch factories is given as well as of the 28 cities in which the company has representatives.

Haverhill, Mass., Uses Advertising to Fight Tuberculosis

Co-operative advertising to warn the public against the ravages of tuberculosis is being carried on by the Haverhill Tuberculosis Association, Haverhill, Mass.

A "Healthgram" is published each day, giving definite facts on the subject. A typical piece of copy explains:

"During the outbreak of smallpox in the Philippines in the years 1918 and 1919, 50,000 died. Of this number, 46,500 had never been vaccinated. The epidemic has been completely controlled by vaccination."

The copy does not confine itself to tuberculosis, but also gives facts on other pertinent health matters.

Joins "Modern Hospital"

Eugene C. Miles, who has been New York representative for *Cad News*, Chicago, is now a member of the staff of the New York office of *Modern Hospital*.

WHY

Advertise Advertising?

In the Pinch

Advertising Was Fired!

WHY?

Because it failed; business could not afford the luxury. Must be something wrong with it!

A sixteen page booklet—

"WASTES IN ADVERTISING"

tells the REAL answer. Do you dare to read the truth? Sent free.

THE PRINTING ART

Cambridge, Mass.


House Magazines

To any company contemplating the use of a customers' house magazine, we will gladly send a copy of *The William Feather Magazine* and samples of publications we are now producing for our customers. An economical and effective service—in use fifteen years

The William Feather Company

605 Caxton Building, Cleveland, Ohio

**COMMERCIAL ART
OF THE HIGHEST ORDER
PHOTO RETOUCHING
DESIGNING-ILLUSTRATING
FREDERICK E. HAPPEL
BOX 362 - WASHINGTON, D.C.**



Circulation 60,000

Line Rate 50c.

Member A. B. C.
Member A. P. A.

Advertising Representatives
JAMES M. RIDDLE COMPANY
Chicago New York Cleveland
Kansas City St. Louis
Atlanta San Francisco

FARMER AND BREEDER
SIOUX FALLS, S. D.

Mr. Earnest Elmo Calkins in *Printers' Ink* says that **HUMAN NATURE IN SELLING GOODS**, by James H. Collins, is among the ten best books on advertising. Price, 60 cents, postpaid.

HENRY ALTEMUS COMPANY
Philadelphia

Agency Contact and Copy Man

with several years' experience on national accounts—automotive, foods, toys, paint, farm, mail order—seeks new agency connection. Prefers city of half to million population. University graduate. Age 29. Write "H. M.," Box 210, *Printers' Ink*.

EXPERIENCED American Export Executive

33 just returning from 5 years practical business and trade investigation in China, Japan, Philippines, Dutch East Indies, Straits Settlements, Malay States, French Indo-China, Siam, Korea, West Indies. Desires connection with firms actively engaged in or desirous of developing export business. References "E. S.," Box 213, *Printers' Ink*.

Free Lance COPY

Work wanted by a New York advertising executive with spare time. "G. P.," Box 215, care of *Printers' Ink*.

WANTED—Bound Volumes

of *Printers' Ink* previous to Jan. 1, 1922. Let us know what you have to offer and state price; also condition of books.

THE MOSS-CHASE CO.
170 Franklin St. Buffalo, N. Y.

TWO MAGAZINES FOR ADVERTISING MEN

NATIONAL ADVERTISING Magazine tells National Advertisers how to spend advertising appropriations to the best advantage in Newspapers, Magazines, Farm and Trade Papers; analyzes media and criticizes selling copy; monthly; send 50 cents for current number or \$3.00 for twelve months' subscription.

18 to 22 East 18, New York

New Advertising Service in New York

An illustrating, engraving, printing and photography service has been formed in New York under the name of *The 4 Arts* by Salvatore Castagnola, formerly art director of the M. L. Rimes Illustrating Company. Mr. Castagnola was at one time with the Barnes, Crosby Company, Chicago, and the Stone Van Dresser Company, New York.

A New Advertiser in the Newspapers

A new advertiser appearing in the newspapers is "Jimp," manufactured by the Schuylkill Chemical Company, Philadelphia. "Jimp" is a preparation intended to remove mildew, grass, fruit and other stains from linens, silk and cotton fabrics. It is being merchandised through druggists.

Anheuser-Busch Advertisers New Product

Anheuser-Busch, Inc., St. Louis, is using newspaper advertising to introduce a new product "Grape-Bouquet Concentrate." This product, according to the advertising, is being distributed through grocers and soda fountains.

WANTED—A PROGRESSIVE ADVERTISER REQUIRING MORE PUBLICITY AND SALES ENERGY

Do you want more business?
Do you want to get it by increasing your sales energy?
Do you favor intensive sales promotion work to get greater profits?

Do you require a man who can direct such a department and also handle your publicity, printing and all sales correspondence?
A 32-year-old married college man with 10 years' experience (now employed) seeks increased opportunities for his proven sales and advertising ability.

Write "F. R.," Box 214, *Printers' Ink*

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

COMMERCIAL ARTIST, working in all mediums wishes connections with Advertising Agency or Printing House. Will do Art Work in exchange for Office Space. Box 750, Printers' Ink.

Printing Machinery and Supplies

New or Pre-used
Printers' Complete Outfitters
CONNER, FENDLER & CO.
New York City

There is a **Printer Out of Town**—one hour from Penn. Station, equipped to handle house magazines, catalogues, direct-by-mail advertising, etc., in New York style without the City overhead. Close co-operation, auto delivery. **Glen Cove Press, Inc.**, Glen Cove, L. I. Tel. 498.

Sales Agents wanted in all principal cities to sell Stenpho Metal Signs. Stenpho Signs are made by a new process and are beyond competition. They offer an unusual opportunity to men who have sold and are selling advertising novelties. Write **The STENPHO Co.**, 40 S. Main St., Dayton, Ohio.

HELP WANTED

ADVERTISING REPRESENTATIVE

A well-known, well-established, progressive and productive trade journal wants an advertising salesman for its Eastern territory. Applicants must be experienced, high calibre men. Excellent opening for the right man. Box 729, P. I.

PUBLISHERS' REPRESENTATIVE WANTED

Monthly, well financed, popular priced, home-building field, desire us to recommend Eastern and Western advertising representatives. Liberal contract. Exceptional opportunity. **Arnold Joerns Company**, 26 East Huron St., Chicago, Ill.

ADVERTISING COPY WRITER

Man with advertising ideas who can make "attention-getting" layouts and produce forceful selling copy is wanted by long-established New York agency. Must be technical copy writer with following and who has had actual copy experience with automotive, electrical and radio products. Box 765, Printers' Ink.

COPY WRITER WANTED

We want an experienced man who can produce the kind of copy and make the kind of layouts that gets results. Should be sufficiently versatile to handle varied accounts and have sufficiently sound merchandising ideas to be able to take an idea and develop it. This is an opportunity that carries with it the chance to grow with a young advertising agency situated about 5 hours from N. Y. Tell us who you are, what you've done, and salary required. Box 752, Printers' Ink.

Wanted—Experienced advertising solicitor, who can prepare a campaign and sell it. Steady position, good work. City of 40,000, evening paper. **Hamilton Daily News**, Hamilton, Ohio.

PRINTING SALESMAN—Fast-growing plant specializing in high-grade advertising literature has a special proposition for a man who can create printing orders and who now controls some volume of business. Box 753, Printers' Ink.

SALESMAN WANTED

To represent big catalog and commercial printing plant. Commission only. Must understand printing business, and have wide acquaintance among buyers. Address Box 760, Printers' Ink, stating experience and qualifications.

ARTIST WANTED

All-round man for Agency work. Not in N. Y. City. MUST be experienced especially on lettering, figures, and layout in black and white for newspaper reproduction. Salary good; opportunity for future splendid. Box 751, Printers' Ink.

Copy man wanted to act as assistant advertising manager. Real opportunity for young man who has done good copy—a "comer." A good opening with a large and successful nationally known manufacturer. State qualifications and salary. Address Box 742, Printers' Ink.

ARTIST WANTED

A store and bank fixture manufacturing concern located in a Southern city of over 45,000 population desires the services of an artist capable of producing good water-color, pen, pencil and air brush drawings and prospectives of bank and store fixtures. Box 728, P. I.

Opportunity for Real Advertising Salesmen

Established Business Paper in Textile and Women's Garment Field Has Opening for a Go-Getter Who Understands Advertising and Has a Record of Success in Selling. References Must Bear Closest Investigation. Give Details of Experience and Past Earning Power in Application for Interview. Box 758, P. I.

Wanted: Sales Manager—an aggressive, energetic man who has had actual selling and sales management experience in the printing business. One who has ability to organize and develop a live-wire, business-getting salesforce.

We have a fully equipped plant situated in the Middle West. Our organization enjoys an enviable reputation gained over a period of many years of high-quality work, reliability and service.

The man who comes with our organization will profit in direct proportion to the success of the salesforce under his control. To the man who can qualify our position is effective. Apply Box 741, Printers' Ink.

Sign Salesmen capable of selling service and quality, not price, for a most successful manufacturer of Metal Signs. Men who expect real profits and who can reach and sell the large buyers make up our present staff. Can you qualify? Address Box 727, care of Printers' Ink.

MISCELLANEOUS

WANTED—ONE CYLINDER PRINTING PRESS, single color, size 27x40; one 14x22 jobber. Must be in first-class condition. Box 732, care of Printers' Ink.

Book Manuscripts Wanted! Autobiography, fiction, business, religious, verse, travel—any subject. Immediate reading and report. Dorrance & Co., Publishers, 308-310 Walnut St., Philadelphia.



An Advertising Agency qualified to give excellent service in preparing and placing advertising wants additional business in Ohio, western Pennsylvania and adjacent territory. We are particularly interested in business requiring close co-operation with the advertiser. Box 726, Printers' Ink.

If We Cannot Save You Money on Your Magazine Printing Contract we don't want it! Because we are equipped to print and mail one or two magazines, house-organs or fraternal, any size or quantity, at a saving. **RURAL PUBLISHING COMPANY**, Mt. Clemons, Mich.

POSITIONS WANTED

Advertising Assistant (22). Three years' practical experience copy, layouts, art, printing, engraving. Special ability sales letters, direct-mail publicity. High-school education. Box 755, Printers' Ink.

SALES EXECUTIVE—TOILET SPECIALTIES Young woman thoroughly experienced in merchandising, advertising and mail order. Formerly with Arden and Rubenstein. Box 737, Printers' Ink.

I CAN SELL

advertising in the East for a trade journal of good circulation; 11 years' experience; commission. Box 748, care of Printers' Ink.

RARE

but here's a woman will solicit, write copy and news for your trade paper. Has done it and doing it now. \$60 gets her success. Box 739, Printers' Ink.

EXECUTIVE

Desires connection in or near Chicago; others considered. Age 31; college graduate; mechanical engineer. Ten years' practical experience manufacture, finance, sales. Now employed as assistant to vice-president and general sales manager of large company at salary of \$6,000. Opportunity of more importance than initial remuneration. Box 740, P. I.

PUBLICITY SECRETARY Versatile writer. Organization, Publishing, Advertising experience. Exceptionally capable woman available Sept. 1. Propositions considered anywhere U. S. Box 734, P. I.

Trade-Paper Expert; 12 years' successful experience advertising and circulation promotion; office management; printing; makeup; copy service. New York or vicinity. Box 749, P. I.

ACHIEVEMENT of distinctive layout and copy for booklets and direct-mail pieces challenge my interest and my best work. Woman, college graduate, employed. Five years' experience. Address Box 734, Printers' Ink.

Young woman, thorough editorial experience, high-class magazine, desires connection with publication. Effective copy writer, correspondent. Adaptable, energetic, college graduate. Operates typewriter. Box 747, Printers' Ink.

ARTIST

Woman; art service, agency and fashion experience, desires, N. Y. City connection. Figure, layout, design. Children a specialty. Samples by appointment. Box 730, Printers' Ink.

YOUNG WOMAN—5 years' mail-order advertising experience. Can write good sound selling copy. Thoroughly capable of handling engraving and printing of large publication. Good merchandise sense. Box 743, Printers' Ink.

Assistant to Advertising Manager Young lady, Christian, good education, seven years' advertising sales promotion experience, executive ability, desires secretarial position with advertiser or publisher. Box 764, Printers' Ink.

COPY WRITER

Advertising student wishes position preferably in small city, where he can work into good copy writer's job. Salary secondary consideration. Box 761, Printers' Ink.

If you know anyone in the needle industry open for a successful advertising man who offers plenty of reference; who has built business through direct campaigns; who has retained business through continual whipping; who has kept losses down to a minimum by sensible collection methods, whose capabilities are backed by 10 years traveling and 4 years crediting; and who gives up his own business so that he may have spare time for a literary hobby. Address Box 733, Printers' Ink.

Are You Satisfied with Your Boston and New England Business?

Publishers considering a change in their present method of covering this territory will do well to get in touch with this successful solicitor-manager, who with over 12 years' experience and favorable acquaintance with trade and general advertisers is seeking connections offering a future. Box 731, P. I.

All-around Man on copy, production, foreign service, wants connection with Chicago agency or publisher. P. O. Box 447, Chicago.

Advertising Woman—Executive, solicitor of national reputation, newspapers, magazines, desires change. Large following New York, household appliances, publishers, specialty shop foods. Box 763, Printers' Ink.

Advertising-newspaper man, 24, desires connection with agency where his Long Island newspaper experience, knowledge of French, layout, printing, copy, and research will benefit both agency and himself. College man. Box 736, Printers' Ink.

Young man (24), well-educated, who can speak and write good forceful English, desires position with agency or as assistant to advertising manager. Have had plenty of sound practical experience along these lines. Box 756, care of Printers' Ink.

YOUNG MAN

College trained in advertising, wants a job. He is earnest in his desire to succeed and is capable of assuming responsibility. He can start at once at a very moderate salary. Address Box 744, Printers' Ink.

A Producing Advertising Solicitor seeks connection with live publishing organization. A man with an eighteen-year record of achievement, who knows every angle of merchandising and technical paper soliciting and who can furnish the highest credentials. Box 745, Printers' Ink.

Mail Order Publisher's Man

A two-fisted man under 35 years, with 15 years' all-around publishing experience. Rich in profit-making ideas. Experienced in practical management. Knows printing and engraving thoroughly, also knows how to buy paper and bookbinding. Willing to take charge and produce results on a man-to-man profit-sharing basis. Thoroughly familiar with the C.O.D. sales plan and knows how to effect short cuts. Salary is not my object, but money talks. Box 735, P. I.

ARTIST NOW AVAILABLE

Fourteen years of experience in producing designs for America's largest advertisers. Versatile in all mediums and particularly good at color work. Have ability to bring out sales points in a striking manner and a thorough knowledge of printing, engraving and lithographing. 31 years of age, pleasing personality and a hard worker. At present employed in Middle West, but will go anywhere. Initial salary, \$80.00 per week. Proof of ability submitted on request. Address Box 762, Printers' Ink.

WE CONNECT THE WIRES

OVER TWENTY YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in advertising, publicity and sales departments of trade journals, agencies, mercantile and manufacturing concerns. Registration free; no charge to employers.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

All Around Agency Man—Seasoned copy writer, successful solicitor and account executive, will connect with small agency in Central West. Age 40; experience, 18 years. Exceptional record, unquestionable references. E.E.E., Box 738, care of Printers' Ink.

Salesman or Assistant to Executive, with 15 years' experience among retail and jobbing grocery trade; past 8 years with last employer; speaks German and Yiddish languages, and knows local territory thoroughly. Married; lives in New York; no objection to short trips out of town. Salary moderate. Box 766, P. I.

Advertising Woman—Copy Writer with broad understanding of advertising and merchandising, desires position in New York, Boston, or Philadelphia. Now holds responsible executive position in advertising; experienced as secretary and as general assistant to copy chief. Minimum salary, \$35. Box 757, P. I.

A "FRIDAY" FOR SOMEONE. I can and will "dig in" for some good advertising or sales promotion department. A writer, planner, manager, salesman, investigator and correspondent. Have organized departments, developed mailing lists, traveled with salesmen, directed intensive campaigns, wrote general copy, direct mail, business articles and news stories, now employed, exceptional references. Available early September. Box 746, Printers' Ink.

ADVERTISING AGENCIES SALES ORGANIZATION

An experienced sales and advertising executive, age 38, who knows all about service and good will; who writes excellent copy and has exceptional judgment in layouts and art work; who is an effective sales correspondent and is able to gather and interpret sales statistics, is open for a position. He is naturally tactful and imbued with the team-work spirit, inventive and progressive in ideas, but having a personal manner in negotiations which suggests moderate conservatism rather than its opposite. Desires to connect with an organization which has a present as well as a future. Box 759, Printers' Ink.

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Outdoor Advertising

NATION-WIDE

110,000,000
CIRCULATION

ORGANIZATION INSPIRATION

—by its business-building power,
strengthening the advertiser's
organization, and, by its unceas-
ing *industry* typifying the ideals
set for the activity of the organi-
zation—one of 12 advantages of

OUTDOOR ADVERTISING

Thos. Cusack Co.

CHICAGO

HARRISON
LOOMIS &
CONGRESS STS.

NEW YORK

BROADWAY
FIFTH AVE.
AT 25TH ST.

BRANCHES IN 45 CITIES OPERATING IN OR
REPRESENTING OVER 8,500 CITIES AND TOWNS

An Active Market

DURING the first 7 months of 1922 permits have been taken out in Chicago for the erection of buildings valued at

\$127,712,000.00

This is more than the highest previous total for an entire year. The average value per structure is \$16,870 compared with \$5,000 in 1892.

You can dominate this booming market at minimum expense by using the paper which has by far the largest total circulation, both daily and Sunday, and by far the largest city and suburban circulation, both daily and Sunday.

Write for New BOOK of FACTS on
Markets and Merchandising

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Avenue
NEW YORK

Tribune Building
CHICAGO

Haas Building
LOS ANGELES